



THE ARCHITECTURAL ASSOCIATION

JOB DESCRIPTION

Job Title: Digital Content Editor
Location: Bedford Square, London
Salary: £36,000–40,000
Contract Type: Permanent
Reports to: Head of Communications and Publications / Communications Deputy Editor
Department: Communications Studio
Hours: Full-time; Monday to Friday, 10am–6pm

The Architectural Association was founded in 1847, opening as a day school in 1901. The AA is committed to public benefit attained by the learning, teaching, discussion and promotion of architecture. With circa 750 students and 300 academic and administrative staff the AA School is central to the AA. The School is recognised as a worldwide leader in architectural education, with graduates that include many of the world's leading architects, scholars, critics and educators. The academic and professional programmes of study at undergraduate and postgraduate levels, up to and including doctoral level, are validated by external professional and academic bodies.

The AA is made up of countless projects, personalities and audiences. The AA is unique in that we are more than just a school but a worldwide association, made up of members and visitors and an unrivalled public programme of lectures, exhibitions, publications and special events, all of which set the backdrop for full-time foundation, undergraduate – and graduate-level study at our campuses in London and Dorset. In addition, each year short courses and global schools in the AA Visiting School bring together students and teachers in more than 50 locations across five continents. Whether at Bedford Square or abroad the AA's teachers and staff provide students with expertise, encouragement and support across all levels of education. Given the fact that 85 per cent of our students (and a similar percentage of tutors) come to London from abroad every autumn, we really are a school unlike any other.

Role Overview

The Digital Content Editor will assist with the day-to-day operations of AA Communications delivering the School's digital communication activities. This includes, as web editor, developing and maintaining the content for the AA's website and managing the school's main social media channels.

The appointed candidate reports to the Head of Communications and Publications and is managed by the Communications Deputy Editor, and the role is key to the dissemination of material within the school, the enhancement of student experience, delivering communication resources, expanding local and international impact through a range of activities. The role assists with the delivery of day-to-day content produced for the website and social media channels to disseminate information both within and beyond the AA School Community, and works closely with Digital Platforms, School Admissions, Membership, Bookshop, Photo Library and Archives, Visiting School, Audio Visual, Outreach and the different academic units and programmes within the school.

Main Responsibilities

- Assist with the AA Communications Studio for the following:
 - Assist with the Communications Deputy Editor and the Publications Senior Editor to ensure schedules between communications and publications with the department are aligned and manageable with the design staff
- Co-ordination of staff including:
 - Liaise with and brief social media student assistants that work in the studio
- For Communications projects related to web editing the school's website, the following tasks are:
 - Manage the day-to-day website content to ensure all material, text and images are current
 - Ensure all content adheres to the AA Style Guide meeting our regulatory requirements
 - Manage the approval process with other departments when those with website updating rights have made changes to ensure the content follows AA editorial and graphic style
 - Co-ordinate with external web developers for ongoing project work with the enhancement of existing components and development of new features
 - Manage and publish content for the AA News, Notices and Obituaries pages
 - Ensure that the Public page of the website is up to date with the latest events, exhibitions and announcements in co-ordination with Public Programme
 - Co-ordinate with Public Programme to publish all What's On events and exhibitions
 - Co-ordinate with Admissions to publish all academic and application webpages
 - Co-ordinate with Outreach and the Recruitment Group, to produce and publish content that promotes the school to prospective students
 - Co-ordinate with multiple departments as required (Director's Office, Registrar, Visa Compliance, Postgraduate and Undergraduate Co-ordinators, Programme Heads, Resources, etc) to ensure all website content and key documents are accurate
 - Support the Head of Communications and Publications in the development of an annual strategy
 - Co-ordinate with the Communications Deputy Editor for the uploading of all Prospectus material to the website and the Digital Prospectus
 - Manage the generation and analysis of statistical data and web traffic reports to optimise the potential of the website
 - Ensure that all content complies with digital accessibility standards
- For Communications projects related to social media, the following tasks are:
 - Manage and implement the AA's Social Media Strategy for the posting of content on all social media channels, including but not limited to Instagram (posts, stories, reels, boosts), LinkedIn, Facebook and TikTok, to ensure a regular posting schedule is achieved
 - Manage the generation and posting of content for the AA's social media channels
 - Manage the monitoring, responding to and reposting of messages and mentions on Instagram and LinkedIn
 - Use social media scheduling tools including Buffer
 - Work with other departments to create audiences, set up and apply boosts to social media posts and coordinate advertising content where required
 - In coordination with the school's Outreach and Recruitment Group, produce and publish content that promotes the school to prospective students
 - Manage and update, along with Digital Platforms, the AA's Social Media Policy
 - Manage the review of social media analytics on an ongoing basis, and generate reports to analyse social media statistics quarterly

The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.

All staff must:

- Comply with all legislative and regulatory requirements (eg Finance, HR, Health and Safety)
- Adhere to the requirements set out in the AA Code of Behavioural Expectations and other institutional policies.

Person Specification

Knowledge, Skills and Experience

We are looking for a candidate that has a background and interest in developing and maintaining strategies and digital content for the school website, social media platforms and newsletters, and shares an interest in architecture, education and the arts. The AA is a dynamic institution that requires an individual who is excited about and will engage with the culture of the school, has good communication skills and is experienced in working with different departments. The work that the role requires is diverse in content and timeframe of production, and therefore, the candidate will need to have a certain level of flexibility, able to adjust between different types of work not only week-to-week but also day-to-day, in parallel to longer-term projects. Writing skill and attention to detail are requirements allowing for a consistency amongst the content on all platforms. Ideally, the candidate has web editing experience and an interest in developing their skills within the role. An understanding of how best to disseminate material on social media to enhance the school's presence on all channels is required. Finally, the candidate will be asked to make connections and build relationships with school departments, staff and students to understand the most beneficial means to represent the entire school. As the role evolves and the candidate gains experience within the school an opportunity exists for further development that will include the managing of student assistants as well as junior staff.

- Outstanding written communication skills, including drafting content, editing and proofreading
- Interpersonal skills and ability to interact with diverse individuals and groups
- High energy, creative thinking, self-motivated and show strong initiative
- Strong knowledge in multiple social media platforms (Instagram, Facebook, LinkedIn, TikTok etc)
- Experience and interests in art, architecture and related disciplines
- Capability to prioritise and balance competing demands and to improvise or change plans as the situation requires
- Establish and maintain collegial relationships among all school constituents
- Capacity to organise, maintain and analyse data.
- Proficiency in software: Microsoft Office; Adobe Create Suite; Apple software
- Experience with content management systems (Strapi preferred)
- Video editing skills and a basic understanding of HTML is preferred

How to Apply

Please apply by email by the closing date of (please provide a closing date) **to:**
hr-admin@aaschool.ac.uk **stating the job title in the subject heading.**

Please include in your application:

- Full CV
- Covering letter/email highlighting why you feel you are the right person for the role
- Current salary
- Notice period
- Contact details for two referees (who will not be contacted without your prior permission)

Invitations to first interview will be issued by email after the closing date. Please note only successful candidates will be contacted.

Thank you for your interest in the AA and this role.

The Architectural Association School of Architecture aims to create conditions that ensure staff and students are treated solely on the basis of their merits, abilities and potential, regardless of their gender, race, religious/political beliefs, ethnic or national origin, disability, family background, age, sexual orientation, or other irrelevant distinction.