



Job Detail

(Overview, Role Detail and Person Specification)

Marketing and Communications

Student Communications and Engagement Assistant – Grade 4

(Ref: MPF4308)

Role Title: **Student Communications and Engagement Assistant**

Reports To: **Student Communications and Campaigns Coordinator**

Overview

An exciting opportunity for a full-time Student Communications and Engagement Assistant has been created within the University's Communications Team, providing candidates with an opportunity to work within a busy and dynamic communications and engagement environment.

This position will be offered on a permanent basis.

Role Detail

Role Purpose

The Student Communications and Engagement Assistant will support the work of the Student Communications and Engagement Team and the wider Student Success, Administration and Support Services Directorate, and in so doing will operate with a comprehensive understanding and knowledge of a wide range of tasks and tactics. This role will include content creation, engagement through student-facing channels, proactive communications including story generation, and developing networks within the University to support communications campaign planning and delivery. You may be allocated to support certain services, schools and areas of the University, but will be required to support all activities of the Student Communications and Engagement team and work with the wider Student Success, Administration and Support Services Directorate.

Responsibilities

- Under the direction of the Student Communications and Engagement Manager, provide communications support so that the success and reputation of the University is protected and enhanced.
- To take a student-first approach to enquiry handling and customer service, putting the needs of the student at the heart of all our activity and ensuring a tailored approach based on the individual's requirements.
- Support the researching, creation and distribution of proactive communications across University stakeholders and channels.
- Take principle responsibility for communications presented to the student body and occasionally staff, graduates and alumni.
- Take principle responsibility for student-facing communications activity including content creation, such as written pieces and video.
- Assist with the implementation of systems and processes for student-facing channels, such as the Student Hub, University website and social media.
- Support colleagues in implementing proactive multi-channel communications campaigns across the University.

- To work as part of a team in the delivery of all core activities, including administration support. To share information within that team and ensure all colleagues are made aware of new information coming into the team, particularly with regard to enquiry handling;
- Contribute to the production of any work undertaken by the Communications team, within which Student Communications and Engagement sits.
- Contribute to projects undertaken by the Student Experience and Support division, with whom the Student Communications and Engagement team work closely.
- Perform any other duties appropriate to the grade as may be required by the team.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.
- Comply with the ICT Acceptable Use Policy and adhere to the University Social Media guidance.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person Specification

Qualifications

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|---|--|-------------------------|--------------------------|
| 1 | Educated to degree level or equivalent | Essential | A |
| 2 | Gained a degree in marketing, PR, journalism, media production or similar. | Desirable | A |
| 3 | Evidence of continual professional development. | Essential | A / I |

Background & Experience

| | The successful candidate should have: | Essential/ Desirable | Tested by* A, I, P, T |
|---|--|-------------------------|--------------------------|
| 4 | Experience of working in communications, marketing or journalism, working in a communications or digital agency role or show a demonstrable interest in communications and engagement. | Essential | A / I |
| 5 | Excellent interpersonal and communication skills both written and verbal with experience of liaising at all levels including senior internal and external contacts. | Essential | A / I |
| 6 | Experience in using Microsoft Office packages, e.g., Word, Outlook, Excel. | Desirable | A |
| 7 | Experience of using marketing tools to analyse campaign and content performance, e.g., Google Analytics. | Desirable | A / I |

Knowledge

| | The successful candidate should have demonstrable knowledge of: | Essential/ Desirable | Tested by* A, I, P, T |
|----|---|-------------------------|--------------------------|
| 8 | Engagement of audiences, communicating to audiences, and the news gathering and presentation process. | Essential | A / I / T |
| 9 | Content creation including copywriting and social media for engagement. | Essential | A / I / T |
| 10 | Multimedia production including photography, video, graphic design and audio production and editing. | Desirable | A / I |
| 11 | Knowledge of the Higher Education sector and an understanding of the student lifecycle. | Desirable | A / I |

Skills & Competencies

| | The successful candidate should demonstrate: | Essential/ Desirable | Tested by* A, I, P, T |
|----|---|-------------------------|--------------------------|
| 12 | Excellent copywriting and proof-reading skills. | Essential | A / I |
| 13 | Excellent organisational and time management skills. | Essential | A / I |
| 14 | Good relationship-building, persuasion and networking skills. | Desirable | A / I |
| 15 | A strong customer focus with a track record in delivering outstanding customer service. | Desirable | A / I / T |
| 16 | Ability to pro-actively generate own ideas and seek out own opportunities. | Essential | A / I |
| 17 | Problem-solving skills and a willingness to challenge conventional methods. | Essential | A / I / T |
| 18 | Ability to think ahead in order to establish an efficient and appropriate course of action for self and others. | Desirable | A / I |

A = Application form, I = Interview, P = Presentation, T = Test

Candidate guidance

In order to fully meet the essential criteria candidates must show clear evidence of how they meet the criteria. Simply stating that you have a skill or experience in an area is not sufficient, you must provide a clear example to show how you have met each of the criterion you address.
