

### 1 Advertisement

Post Title: Communications Officer (Operations) School/department: School of Media, Arts and Humanities Hours: Full time - 36.5 hours Requests for <u>flexible working</u> options will be considered (subject to business need). Location: Brighton, United Kingdom Contract: Indefinite Reference: 10884 Salary: starting at £28,131 to £32,411 per annum, pro rata if part time Placed on: 22 February 2023 Closing date: 20 March 2023. Applications must be received by midnight of the closing date. Expected Interview date: ASAP Expected start date: ASAP

The Communications Officer (Operations) will shape and drive forward the School's webbased content and digital presence, ensuring the right tone of voice, brand look, feel and messaging. Working closely with colleagues from across the School and University, the Communications Officer will proactively develop content and understand the appropriate University channels in which to promote and communicate in an engaging way that helps both students and staff within the organization.

The Communications Officer will play a key role in Applicant Visit Days communications, together with the recruitment of Student Ambassadors, to deliver engaging events. They will develop vibrant and relevant content for the school website and have an interest in social media, newsletters and digital channels. They will increase awareness and understanding of the school's activities through engaging with target audiences to achieve objectives.

Working with students and staff the post holder will contribute to the development, design, organization, promotion, and execution of school activities and events. Plan, design, and propose activities with the objective of enhancing the student experience, staff engagement, research environment, and School profile.

The Communications Officer will ensure the communications team are operationally equipped to deliver the range of communications expected within the school.

### You will be responsible for:

Supporting the successful delivery of communication and event support in the school through the effective co-ordination of activities, procedures, and meetings.

Maintaining, publishing and delivering appropriate communications to ensure services and processes are understood, utilised, and applied through digital newsletters and our websites.

Acting as the main point of contact for academics, staff and student representatives in the effective and efficient delivery communication and event support.

Providing support to ensure reporting activity on usage and uptake information is as accurate as possible to influence future communication decisions.

Remaining up to date with the latest marketing and communications developments, including the use of new technologies, and best practice elsewhere in the sector.

Liaising with the Press and Internal communications team to ensure that they are made aware of newsworthy stories and support them, as appropriate, to communicate these effectively.

Updating and maintaining the Communications team's digital file structure and file management, archiving etc.

Please contact Phil Stentiford – <u>P.Stentiford@sussex.ac.uk</u> for informal enquiries.

For full details and how to apply see our vacancies page

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

# Please note: The University requires that work undertaken for the University is performed from the UK.

## 2. The School / Division

Please find further information regarding the school/division at: <u>https://www.sussex.ac.uk/schools/media-arts-humanities/internal/</u>

## 3. Job Description

Job Description for the post of: Communications Officer (Operations)

Section/Unit/School:	School of Media, Arts and Humanities
Location:	Arts A
Grade:	5
Responsible to:	Engagement, Recruitment and Marketing Manager
Direct reports:	Information Coordinator (Communications and Events)

#### **Role description:**

To serve as a point of contact and link between students, staff members, internal departments, and external contacts. To provide administrative support, ensuring that the processes and services for which they are responsible operate efficiently.

Working collaboratively with academic and Professional Services staff, the post holder will support the School's internal and external communication plans. Ensure that the internal processes and guidelines related to University, staff, student, and visitor communications operate smoothly. Will contribute to, maintain, and improve content production and presentation across various domains.

Working with students and staff the post holder will contribute to the development, design, organization, promotion, and execution of school activities and events. Plan, design, and propose activities with the objective of enhancing the student experience, staff engagement, research environment, and School profile.

The Communications Officer will ensure the communications team are operationally equipped to deliver the range of communications expected within the School.

## PRINCIPAL ACCOUNTABILITIES

- Support the successful delivery of communication and event support in the school through the effective co-ordination of activities, procedures, and meetings.
- Maintain, publish, and disseminate information and appropriate communications to ensure services and processes are understood, utilised, and applied.
- To act as the main point of contact for service users in the effective and efficient delivery communication and event support.
- Provide support for quality assurance and staff and/or student feedback activities including reporting on usage and uptake information.

## **Communication & Marketing**

- To work closely with the Engagement, Recruitment and Marketing Manager to develop a communications and marketing strategy and annual operational plan in support of the School's objectives and in the context of wider University strategies and policies
- To plan and manage the School's marketing and communications budget
- To ensure a productive relationship between the School and central Communications and Student Recruitment teams.
- To undertake overall responsibility for the School websites updates, following University guidelines and as part of the network of web editors within the School, maintaining online news and events.
- To undertake editorial responsibility for School newsletters/bulletins
- To represent the needs and interests of the School within internal Communications networks and provide it with a 'voice' in wider marketing planning and policy discussions
- To ensure that University communications and marketing policies and initiatives are understood and implemented at School level
- To remain up to date with the latest marketing and communications developments, including the use of new technologies, and best practice elsewhere in the sector
- To liaise with the Press and Internal communications team to ensure that they are made aware of newsworthy stories and support them, as appropriate, to communicate these effectively
- Responsible for the Communications team's digital file structure and file management, archiving etc.
- To supervise the creation and maintenance of electronic school lists and email aliases
- To coordinate the work of other members of Professional Services staff contributing to communications activities, e.g. development of course publicity materials, seminars and conferences, organise and run telephone recruitment campaigns

# Marketing materials and activities

- To advise on, approve and commission marketing materials and organise activities in support of agreed objectives and to evaluate their effectiveness
- To lead the development of appropriate and relevant publications and other marketing materials for the School across both traditional and new media in line with the University's brand identity guidelines
- To advise the School on how to maximise its internet presence for marketing and promotional purposes and to assume editorial responsibility for external facing School web pages (shared with the Content Officer)
- To be familiar with the UG and PG prospectus and make sure there is strong alignment with the School's marketing strategies.

# **Events planning**

- To plan and support the organisation of student recruitment-related activities and other profile raising events for the School: seminar series etc
- To plan, cost and manage conferences marketed nationally and internationally in support of the School's plans for enhancing

consultancy and third stream income

- To recruit and manage casual student helpers for events
- To support relevant projects in the School.

### Dimensions

This role has line manager responsibility for 1x Information Coordinator (Communications and Events).

The post holder reports to the Engagement, Recruitment and Marketing Manager. They are given clearly agreed responsibilities in specific areas. Their line manager would agree weekly tasks and duties in order to achieve their agreed objectives and support the delivery of the University's goals. The post holder may be expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.

The post holder will support achievement of the School's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

## 4. Person Specification

## **ESSENTIAL CRITERIA**

- Good secondary education.
- Effective administrative, planning, and organisational skills; able to organise workload and priorities with the ability to identify and improve administrative processes where necessary.
- Ability to work proactively and reactively to monitor, prioritise, and delegate a broad workflow.
- Effective oral and written communications skills to work with students, staff members, internal departments, and external contacts, providing information and responding to questions and queries.
- Ability to work flexibly within a team, and on own initiative.
- Proficiency in IT including the MS Office suite, updating, and maintaining database systems, and interacting with business information systems.

- Competent with ICT applications including MS Teams, Skype for Business, Zoom; and a familiarity with using social media platforms for business related purposes.
- Helpful, cooperative, and sensitive to the needs and feelings of others including a commitment to customer service, approachability, and flexibility in responding to emergencies and unforeseen events.
- Working with accuracy with a high level of attention to detail.

# ESSENTIAL ROLE-SPECIFIC CRITERIA

- Ability to deal effectively and to communicate well with people at a range of levels.
- Excellent communication skills (written and verbal)
- An understanding of communications, marketing, or PR.

## DESIRABLE CRITERIA

- Experience of working in a similar role.
- Knowledge of the UK higher education environment.
- Experience of organising events and activities.

February 2023