



1 Advertisement

Post Title: Student Communications & Campaigns Manager

School/department: Communications, Marketing and Advancement

Hours: Full or part time will be considered up to a maximum of 1 FTE / 37.5 hours. Requests for flexible working options will be considered (subject to business need).

Contract: permanent

Reference: 9260

Salary: starting at £ 35,333 to £42,155 per annum, pro rata if part time

Placed on: 31 October 2022

Closing date: 29 November 2022. Applications must be received by midnight of the closing date.

Expected Interview date: To be confirmed

Expected start date: As soon as possible

The University of Sussex is seeking to recruit a Student Communications and Campaigns Manager.

This exciting and varied post is based within the Student Communications team, which is responsible for all institutional student communications. The Student Communications and Campaigns Manager is a pivotal role to enable us to deliver a world class student experience.

Working closely with colleagues from across the Communications, Marketing and Advancement division, the Student Engagement & Enhancement team in the Student Experience Division, the Student Communications and Campaigns manager will take a critical role in developing and delivering a slate of student facing campaigns and events that support the strategic aims of the university. Through the delivery of student and wider community-facing events and campaigns to drive engagement and participation in student orientated campaigns that are designed to enhance the student experience.

They will be responsible for delivery key University initiatives, such as The Education Awards and free speech events with The Exchange; as well as developing student communications campaigns to support Careers and Employability initiatives, The Connector Programme and the Spirit of Sussex Awards.

Additionally, they will work closely with Sussex University schools and the Students' Union to ensure a unified approach to achieving the university's strategic aims.

Relevant Context:

The post holder will promote good practice in student communications and campaigns throughout the University and collaborate with colleagues across campus on



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opportunities to develop and communicate on student experience opportunities; with a particular focus on University initiatives including, but not limited to:

- The Education Awards
- Free speech events with The Exchange;
- Developing student communications campaigns to support:
- Careers and Employability initiatives,
- The Connector Programme; and
- The Spirit of Sussex Awards.

The role will support the enhancement of the institution's reputation amongst our students via increased positive two-way communications and engagement with our students; and strengthen the student experience by significantly amplifying the communication and promotion of existing and future opportunities available to students to enrich their student experience.

Candidates should demonstrate a strong knowledge of student issues, campaign management, social media, communications channels and how to engage with them.

Applicants must be able to demonstrate successful experience in a similar role, as well as evidence of strong campaigns development and delivery skills, writing, research, editing, project management and digital skills.

Please contact Senior Internal Communications Manager, Harvey Atkinson, h.atkinson@sussex.ac.uk 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.

2. The School / Division

Please find further information regarding the division at [Communications, Marketing and Advancement](#).

3. Job Description

Job Description for the post of: **Student Communications and Campaigns Manager**,

Department: Communications, Marketing and Advancement

Section/Unit/School: Student Communications

Location: Falmer

Grade: 7

Responsible to: Senior Internal Communications Manager

The Student Communications and Campaigns Manager will be part of the Student communications team, but will have particular responsibility for developing and communicating a range of campaigns that help to enhance the student experience, and student satisfaction.

The role holder will develop and maintain two-way communications with our students using a variety of digital first channels and social media campaigns to help promote student opportunities, making it easier for students to feel part of and contribute to the student community and experience.

You will work with the Senior Internal Communications Manager, Staff Communications Manager, Student Communications Manager, Student Communications, Community and Projects Manager and other colleagues across the University to ensure that a joined-up approach for University-wide initiatives is delivered.

Student news and content

- Create an annual campaigns calendar which reflects the student life cycle (incorporating undergraduate, postgraduate taught and postgraduate researchers)
- Develop communication and campaigns plans targeting these students for all major corporate issues affecting the running of the University
- Take a lead role in the planning, delivery and monitoring of effective communications and campaigns to current students, ensuring they reflect the needs and wants of student audiences, but also meet the University's strategic priorities and conform to corporate guidelines
- Work closely with teams and departments across the University to communicate opportunities to our students and increase participation – including areas such as sport, induction, student experience, careers, Library, wellbeing and research
- Manage and develop content for student communication channels (including social media, web and mobile applications), with the aim of helping to achieve the highest levels of student engagement
- Support student communications activity on University change programmes such as for the 'Better Sussex' and Education Roadmap Investment Programme initiatives – with a view to maximise two way engagement with students in these areas and help students to realise the benefits of these projects now and for the future
- Collaborate with external communications colleagues to help promote the Sussex community and positive initiatives where applicable via external media

Student activities and events

- Promote initiatives (e.g. mental health awareness) and events (e.g. Welcome Week, One World Week, Black History Month, LGBT history month, Pride, Sustainable Sussex, National Student Survey etc.) and ensure students know how to access information, guidance and seek support from specialist services, should they require them
- Liaise with the Students' Union on their campaigns, events and activities requiring University support and collaboration; and seek the support of the Students' Union in helping to promote relevant communications to students/their members
- Collaborate with the Student Communications (Community & Projects) Manager to develop communications and initiatives that help to instill a sense of pride in the institution and community



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Communications guidance and best practice

- Work with colleagues across Professional Services and schools, with the aim of identifying opportunities for sharing good practice and co-ordinating communication activity effectively and in line with priorities
- Liaise with and work closely with School Communications leads, ensuring where applicable a joined up, collaborative approach to institutional communications is in place
- Provide informed and professional advice to staff across the University on aspects of communicating to and engaging with a student audience, including channels and messaging

Social media

- Collaborate with the Social media team to ensure University student campaigns are aligned, timely and effectively promoted effectively via Social media under the guidance of the PR and Social Media Manager
- Work with colleagues across the Communications, Marketing and Advancement division to co-ordinate social media campaigns on student opportunities and ensure a joined-up approach under the guidance of the PR and Social Media Manager
- Develop a campaigns area on the Sussex mobile app
- Support the promotion of, and recruitment of student Digital Media Creators
- Engage with Digital Media Creators to ensure the delivery of authentic student led campaigns and communications
- Explore opportunities to use other social media channels, such as YouTube, Instagram, TikTok and other platforms, to promote student campaigns that promote and enhance the student experience at Sussex. And create social media content where appropriate to support student campaigns, under the guidance of the PR and Social Media Manager

Student web pages

- Liaise with Professional Services colleagues and the Digital and Creative Media team to maintain and update the content of web pages (including www.sussex.ac.uk/students) with information for students
- Approve, decline and edit news and event items for www.sussex.ac.uk/students in the Broadcast news and events system

Student induction

- With relevant colleagues, co-ordinate communication and provision of information during induction and orientation for first year undergraduates
- With relevant colleagues, maintain and update the content of the induction web pages

Student surveys

- Support central communications around encouraging students' participation every year in the National Student Survey (NSS), Student Pulse surveys and Postgraduate surveys
- Maintain and update the content of the Student Hub web pages and deliver incentive schemes to encourage participation

Fortnightly *Flint* e-newsletter



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- Research and write engaging content for students on campaigns and engagement opportunities
- Source imagery and videos to accompany news articles
- When required publish Flint online
- When required distribute the newsletter (using Mailchimp) to all taught students

Other channels of internal communication for students

- Communicate with students using other channels as appropriate, e.g. video, mass emails, digital signs, blogs, etc.
- Identify opportunities to maximise digital communications channels and create visually engaging communications
- Monitor the internal communications inbox and respond to general enquiries as required

Relations with student media and Students' Union

- Answer queries about University matters from student journalists, primarily on The Tab and The Badger, to ensure effective engagement, comment and information
- Build and maintain a good working relationship and dialogue with representatives of the Students' Union and other recognised student societies and organisations – seeking to develop collaborative campaigns and engagement opportunities for our students
- Seek opportunities to input content into student media that raises awareness of the many opportunities students can benefit from, and helps to raise the profile of key University colleagues such as the PVC for Education and Students, Director for the Student Experience etc.

Other

- Play an active part in the established School Communications Network for staff across campus seeking to inform and inspire SCN members to help promote student campaign communications and opportunities
- Keep up to date with best practice in the sector (both in the UK and internationally), providing intelligence to the Senior Internal Communications Manager and other colleagues - with specific focus on campaigns, student engagement and feedback methods and opportunities
- Undertake such other duties related to this post as may be prescribed from time to time by the Senior Internal Communications Manager, commensurate with the level of responsibility of the role

5. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
Demonstrable experience of delivering effective engagement campaigns to diverse audiences	x	
Demonstrable experience of effective evaluation techniques for communications and campaigns initiatives	x	



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Considerable, proven evidence of strong writing and editing skills	x	
Excellent verbal communications and listening skills	x	
Experience in developing communications and campaigns plans and project management delivery		
Ability to explore, identify and understand stakeholder needs, persuade them of the benefits of certain approaches and manage expectations	x	
Diplomacy – allied with experience of using advocacy and influencing skills to challenge perceived wisdom and put forward alternative solutions	x	
Ability to manage own workload and priorities, and to carry out duties with a minimum of supervision and using own initiative	x	
The ability to work under pressure and to tight deadlines	x	
Ability to provide creative solutions to issues or problems	x	
Good IT skills, including knowledge of common software packages including Microsoft Office	x	
Ability to pick up new technologies rapidly and on an ongoing basis	x	
Ability to make decisions based on evidence	x	
Ability to improve services through innovation	x	

KNOWLEDGE

	Essential	Desirable
Good knowledge and experience of developing, managing and publishing content to intranets or websites, including use of web-based Content Management Systems (CMS) and social media techniques	x	

EXPERIENCE

	Essential	Desirable
Experience in a communications and/or campaigns role	x	
Experience in working and engaging with diverse communities		x
Extensive experience of writing and co-ordinating the production of communication campaigns for large audiences	x	
Experience of delivering communications campaigns, outputs and projects to support strategic aims and objectives, working to corporate guidelines	x	
Experience of working with staff and stakeholders at all levels of an organisation	x	



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Experience of using social media as a campaigns, communication and engagement tool	x	
Proven experience of using metadata to tag and organise content	x	
Experience within the HE sector		x

QUALIFICATIONS

	Essential	Desirable
Educated to degree level or equivalent		x
Professional qualification such as journalism or CIPR		x

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Attention to detail and a high degree of accuracy	x	
Considers various perspectives and the overall picture	x	
Committed to continuous professional development	x	