



## 1. Advertisement

**Post Title: Communications and Events Officer**

**School/department:** School of Life Sciences

**Hours:** full time hours (36.5). Requests for [flexible working](#) options will be considered (subject to business need). This is a hybrid role where up to 50% can be worked from home. Note that you may be required to work occasional weekends (for example, Open Days and Applicant Visit Days)

**Contract:** up to one year maternity cover, expected end October 2023

**Reference:** 9466

**Salary:** starting at £27,131 to £31,411 per annum, pro rata if part time

**Placed on:** 14 September 2022

**Closing date:** 06 October 2022. Applications must be received by midnight of the closing date.

**Expected interview date:** TBC

**Expected start date:** October 2022 or as soon as possible

The School of Life Sciences is seeking an experienced administrator, to play an essential role in helping the School to become more proactive and strategic in its approach to communications. This role will be working closely with academic colleagues in the School and professionals in other parts of the university (particularly the Web Team and Communications team).

The successful candidate will be highly efficient and well-organised, with excellent communication and problem-solving skills, and be comfortable and confident taking initiative and working proactively to balance a varied and demanding workload. We are particularly looking for someone who is proficient in creating and editing web pages using content management systems and HTML.

Please contact Amy Horwood ([A.Horwood@sussex.ac.uk](mailto:A.Horwood@sussex.ac.uk)) for informal enquiries.

For full details and how to apply see our [vacancies page](#). [Please ensure you evidence against all the criteria in the Person Specification on the 'Additional information in support of your application' page of your application form.](#)

*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 school/division at: <http://www.sussex.ac.uk/lifesci/>

### **3. Job Description**

<b>Job Title:</b>	Communication and Events Officer
<b>Grade:</b>	Grade 5
<b>School/Division:</b>	School of Life Sciences
<b>Location:</b>	JMS Building
<b>Responsible to:</b>	School Administrator/Assistant Operations
<b>Direct reports:</b>	n/a
<b>Key contacts:</b>	Head of School, academic faculty in the School, Web Team, Communications department

#### **Purpose of the post:**

Working as part of the School professional services team and in close liaison with academic colleagues and other parts of the University Administration (particularly the Web Team and Communications), the post holder will be responsible for coordinating the development, implementation and evaluation of the School's web content; providing targeted publicity support for the School's activities. The post holder will also lead on the School's internal communications, social media and events management.

#### **Key Responsibilities:**

##### **1. School's Website**

- 1.1 As webmaster for the School's website, to act as first point of contact for all web queries, and day to day running of the School's internal and external website.
- 1.2 Work on discrete web projects as required, for example, moving content to a new web template
- 1.3 Project manage new website developments as they arise and in line with strategic goals and objectives.
- 1.4 Refine the School website's information architecture on a regular basis.
- 1.5 Work with Academic, Professional Services and other colleagues to update web page content throughout the website.
- 1.6 Advise colleagues on the positioning and editorial content of webpages, considering the target audiences.
- 1.7 Write, edit and proofread copy across all sections of the website.
- 1.8 Ensure consistency of information, presentation and editorial content throughout the website, and ensure compliance with University branding guidance.
- 1.9 Use a content management system and HTML to edit the Life Sciences website.
- 1.10 Consider search engine optimisation (SEO) principles in editing the content of the website.

- 1.11 Provide appropriate training to colleagues in how to use the content management system.
- 1.12 Liaise with the University Web Team regarding any proposed changes to the Life Sciences website structure, design or navigation.
- 1.13 Work with Academic, professional services colleagues and external suppliers to oversee the creation of video content for the website.
- 1.14 Monitor analytics on the WCM, providing performance data as requested.

## **2. Social Media**

- 2.1 Manage the School of Life Sciences social media presence on Instagram and Twitter, and act as the focal point in the School for all social media enquiries.
- 2.2 Write engaging updates and posts relevant to a broad audience of prospective and current staff, students, alumni and members of the public.
- 2.3 Keep up to date with social media trends, changes and developments, ensuring that content is optimised for maximum visibility
- 2.4 Liaise with University Communications and External Affairs regarding content and format of external communications.
- 2.5 Prepare images to help optimise posts and increase engagement
- 2.6 Provide advice to Life Sciences users working with social media to ensure a consistent approach.
- 2.7 Respond to enquiries received on the School of Life Sciences social media accounts.
- 2.8 Manage a social media planner to ensure consistent content is posted across all channels
- 2.9 Recruit and manage two Digital Engagement Ambassadors (students who provide support with creating content for Instagram)

## **3. Communications**

- 3.1 Create and send a monthly staff e-newsletter
- 3.2. Work with School colleagues in Student Experience to produce a monthly term time student newsletter
- 3.3. Oversee production of weekly bulletin
- 3.4. Ensure newsletter mailing lists are kept up to date
- 3.5. Work with academic colleagues and the University's Press Office to promote press releases
- 3.6. Work with academic colleagues to research and write news items for the website and broadcast, ensuring the content and tone is appropriate for the target audience
- 3.7. Support the HoS with communications, for example weekly HoS Briefings.
- 3.8. Act as the School point of contact for Unibuddy and manage the student Unibuddy Ambassadors

## **4. Visual identity and Branding**

- 4.1 Where necessary, advise staff on the rules governing the use of the School's visual identity, consistent also with University branding guidelines.
- 4.2 Create and maintain templates for commonly used digital and print items, for example PowerPoint slides, newsletters, bulletin etc.

## **5. Events Management**

- 5.1 Participate in the organisation and delivery of events, such as the School's Research Symposium, taking responsibility for key areas on the day.

- 5.2 Develop plans for events with Academic or Professional Services events leaders, ensuring that the necessary staff, facilities, services, venue, catering, equipment and materials are booked and secured, to ensure the effective delivery of events.
- 5.3 Organise the effective communication and marketing of events, including creating publicity and promotional materials, and if appropriate, online booking provision on eventbrite.
- 5.4 Work with the School's Admissions Team to manage the organisation and delivery of Open Days and Applicant Visit Days
- 5.5 Manage the School's Student Ambassadors who work admissions events, including recruitment, database management, assignment of work, training, support at events and payments via Reed.
- 5.6 Support Life Sciences academic colleagues in delivering and promoting their own events, for example seminars and lecture series etc.

**6. Other**

- 6.1 Work with stakeholders, designers and printers to plan and produce printed materials; develop schedules to ensure that such material is produced to timescale and budget.
- 6.2 Manage the production and distribution of a range of printed materials, e.g. leaflets, brochures, posters.
- 6.3 Raise requisitions and process invoices using the University's finance system
- 6.4 Work with colleagues in Marketing and the School's DoRA to plan the School's Marketing budget.
- 6.5 Undertake other duties appropriate with the grade as determined by the School Administrator/Assistant Operations Manager

**Person Specification**

SKILLS / ABILITIES

	Essential	Desirable
Excellent communication skills (written and verbal); able to form effective relationships with individuals from all backgrounds/levels; persuasive and influential.	X	
High proficiency with computer software using Microsoft and Apple platforms (word, excel, databases, adobe); email and use of internet.	X	
Excellent administrative and organisational skills, and the ability to manage and prioritise a diverse workload.	X	
Proficient in creating and editing web pages using content management systems and HTML	X	
Proficient in the use of Adobe Photoshop for design and layout of print and web media.	X	

KNOWLEDGE

	Essential	Desirable
An understanding of communications, marketing or PR	X	
An understanding of topical issues regarding Higher Education		X
A knowledge of the terminology, and research and teaching undertaken in the School	X	
A knowledge and understanding of external organisations relevant to the post		X

An understanding of the General Data Protection Regulation (GDPR)		X
Sound knowledge of good practice in web design and organisation; together with standards around accessibility and usability.	X	

## EXPERIENCE

	Essential	Desirable
Customer relationship management; able to respond to needs of colleagues via communications, events and services.	X	
Developing, implementing and evaluating activities and programmes.	X	
Managing websites; using a CMS.	X	
Experience in using web technology, including social media, to achieve planned marketing outcomes.		X
Writing and editing for web and print media.	X	
Organizing and delivering events.	X	
Experience in using Adobe Creative Suite, e.g. Photoshop, InDesign, Illustrator.		X
Experience of using Google Analytics.	X	
Project management experience.		X

## PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Highly self-motivated and results orientated; enthusiastic and positive.	X	
Ability to work either as part of a team, or individually, using own initiative, to meet agreed objectives.	X	
Sensitivity, tact, diplomacy, judgement and ability to manage difficult situations.	X	
Proactive and creative approach to problem solving.	X	
Commitment to providing high levels of service to staff and students.	X	
A flexible approach to work; determination and 'can do' attitude. Willingness to work weekends and evenings on occasions, for which time off in lieu will be given.	X	

## QUALIFICATIONS

	Essential	Desirable
Advanced level of written English (spelling and grammar) to at least A level or equivalent.	X	
A science degree or equivalent qualification		X

