

1 Advertisement

Post Title: Communications Officer (Social Media and Planning)

School/department: Communications, Marketing and Advancement

Hours: Full time or part time hours considered up to a maximum of 36.5 hours

Requests for flexible working options will be considered (subject to business need).

Contract: permanent

Reference: 6544

Salary: starting at £30,497 to £34,304 per annum, pro rata if part time (grade 6)

Placed on: 17 December 2021

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

Expected interview date: to be confirmed

Expected start date: asap

The University of Sussex is looking to recruit a Communications Officer to play a key role in both social media and communications planning. This is an excellent opportunity for an ambitious communications professional with experience in social media content and community management, who is also adept at spotting where coordinated communications activity can create even greater impact. This new role sits within the University's Communications, Marketing and Advancement division and comes at an exciting time of change for the division and University.

The Communications Officer will work across two key areas; supporting on social media to enhance how the University connects and communicates with its online audiences (and reaches new ones); as well as overseeing the planning of all external and internal communications, working across teams to help the University become more strategic in its approach.

The post holder will be a key member of a high-performing communications team with a focus on engaging audiences with our ground-breaking research, inspiring student stories and ambitious sustainability goals. This will be done partly through social media - supporting the PR and Social Media Manager on creating and sharing stand-out content across all channels – but also by owning a content calendar and strategic communications timetable, taking a long-term approach and ensuring all activity is planned in conjunction with teams in marketing, communications and digital.

The Communications Officer should be plugged into the latest social media trends and will be confident in identifying new opportunities for the University, both internal and external.

Strong written and verbal communications skills are vital, as is the ability to evaluate and report back on communications successes. The Communications Officer will compile and disseminate regular reports, demonstrating an understanding of evaluation systems and best practices.

The ideal candidate will be used to working in a busy communications, digital or newsroom environment and will be confident in juggling tight and competing deadlines. They will be highly organized, creative and proactive in their approach, with a proven ability to co-

ordinate activity across teams.

Evening and weekend working may be required during busy times.

Please contact Stephanie Allen at s.l.allen@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 school/division at <http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

3. Job Description

Job Description for the post of: Communications Officer (Social Media and Planning)

Department: Communications

Section/Unit/School: Communications, Marketing and Advancement

Location: Hybrid

Grade: 6

Responsible to: PR and Social Media Manager

Responsible for: N/A

Purpose of the post:

The University of Sussex is looking to recruit a Communications Officer to play a key role in both social media and communications planning. This is an excellent opportunity for an ambitious communications professional with experience in social media content and community management, who is also adept at spotting where coordinated communications activity can create even greater impact. This new role sits within the University's Communications, Marketing and Advancement division and comes at an exciting time of change for the division and University.

The Communications Officer will work across two key areas; supporting on social media to enhance how the University connects and communicates with its online audiences (and reaches new ones); as well as overseeing the planning of all external and internal communications, working across teams to help the University become more strategic in its approach.

The post holder will be a key member of a high-performing communications team with a focus on engaging audiences with our ground-breaking research, inspiring student stories and ambitious sustainability goals. This will be done partly through social media - supporting the PR and Social Media Manager on creating and sharing stand-out content across all

channels – but also by owning a content calendar and strategic communications timetable, taking a long-term approach and ensuring all activity is planned in conjunction with teams in marketing, communications and digital.

The Communications Officer should be plugged into the latest social media trends and will be confident in identifying new opportunities for the University, both internal and external.

Strong written and verbal communications skills are vital, as is the ability to evaluate and report back on communications successes. The Communications Officer will compile and disseminate regular reports, demonstrating an understanding of evaluation systems and best practices.

The ideal candidate will be used to working in a busy communications, digital or newsroom environment and will be confident in juggling tight and competing deadlines. They will be highly organized, creative and proactive in their approach, with a proven ability to co-ordinate activity across teams.

Evening and weekend working may be required during busy times.

Key Responsibilities:

Social media

- Assist the PR and Social Media Manager to ensure the University's social media strategy and content contribute to, and are consistent with, wider strategic goals, managing social media content calendars and workflows
- Support on community management, monitoring social media feeds, replying to inbox messages and engaging with comments on University channels
- Research new social media developments, keeping up-to-date with competitor activity, and identifying new and exciting opportunities for the University to embrace
- Support with communications and social media for priority campaigns, such as Graduation and Clearing
- Write and publish institutional news stories, working with media relations and internal communications teams, and ensuring these are communicated in an engaging way via appropriate social media channels
- Represent the team at various University meetings, providing communications and social media advice
- Be a key point of contact in the organization for social media queries, helping to share knowledge and best-practice across the University, advocating for our brand and social media guidelines

Planning and evaluation

- Develop and manage an institutional strategic communications timetable – and a longer-term strategic grid to ensure activity across the division is coordinated with agreed University priorities
- Proactively identify external and internal opportunities for activity across social media and communications, working with the wider Communications team as required
- Develop a system for evaluating and reporting back on the success of communications activities
- Maintain an up-to-date record of public statements issued by the University
- Produce and distribute a weekly summary of media coverage to the University's senior leadership

4. Person Specification

SKILLS / ABILITIES

	Essential	Desirable
High standard of written and verbal communications skills	x	
Close attention to detail with excellent planning and organisation skills	x	
Able to identify internal and external opportunities for communications and social media activity	x	
Able to employ sound judgement when assessing risks to the University's reputation		x
Ability to manage tight and competing deadlines	x	
Confident in meetings, able to advise colleagues on communications and social media best practice		x

KNOWLEDGE

	Essential	Desirable
Working knowledge of a range of social media platforms including Facebook, Twitter, LinkedIn and Instagram	x	
Understanding of how social media can integrate into communications planning		x
Good knowledge of systems and processes for planning and evaluating social media and communications activity, including media monitoring tools and platform analytics		x
Working knowledge of Box or other cloud-based file-sharing applications		x

EXPERIENCE

	Essential	Desirable
Proven experience in a busy communications, digital or newsroom environment	x	
Experience of using communications planning frameworks or content calendars	x	
Experience of analyzing and interpreting information to produce accessible reports		x
Experience in handling confidential information		x
Experience of copywriting for social media with a credible 'voice' for individual channels and audiences	x	
Experience in understanding organisational objectives and how communications and social media can help deliver on these		x
Experience in reputation management, such as		x

crisis communications or issues management		
--	--	--

QUALIFICATIONS

	Essential	Desirable
Educated to degree level or equivalent		x

PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Confident and enthusiastic self-starter who thrives on achieving results	x	
Highly organized, with a proactive approach to planning	x	
Creative, with an eye for engaging content		x