



ROLE PROFILE

Job Title: Midlands Innovation Communications and Advocacy Manager

School/Department: Midland Innovation, Vice Chancellors Office

Job family and level: Administrative, Professional and Managerial Level 4

Contract Status: Permanent

Hours of Work: Full- time

Location: University Park

The purpose of the role:

To effectively plan, manage and execute marketing campaigns in order to raise awareness and reputation of the Midlands Innovation university partnership, within the partner institutions, across the Midlands, and on the national and international stage. To ensure that the university members receive maximum value from all aspects of their involvement in Midlands Innovation. In addition, work closely with the Marketing and Communications teams at the partner universities to position Midlands Innovation as a leading university collaboration.

Table with 2 columns: Main responsibilities, % time per year. Row 1: Market planning (10%), Row 2: Marketing communications (20%)

	<ul style="list-style-type: none"> <li>• Support a ‘digital first’ approach to curate and implement highly creative and reusable content and utilise across channels including: <ul style="list-style-type: none"> <li>○ Print, online</li> <li>○ Offline materials and literature</li> <li>○ Digital and e-solutions</li> <li>○ PR and sponsorship</li> <li>○ Marketing support for research events</li> </ul> </li> </ul>	
3.	<p><b>Engagement and brand compliance:</b></p> <ul style="list-style-type: none"> <li>• Work with Midlands Innovation partners to ensure that the partnership has effective and engaging impact case studies</li> <li>• Facilitate the profile of Midlands Innovation internally to develop wider knowledge of the partnership, collaborative research, showcase successes and encourage staff engagement with Midlands Innovation</li> <li>• Ensure legislative compliance including DDA, FOI and copyright issues</li> <li>• Develop strong and compelling campaigns appropriate for key stakeholders</li> <li>• Confidently write and edit copy and source marketing resources where appropriate including copywriting and photography</li> <li>• Effectively utilise and manage assets including key messages, images and presentations.</li> </ul>	15%
4.	<p><b>Monitoring and evaluation:</b></p> <ul style="list-style-type: none"> <li>• Monitor and adapt campaigns to ensure ROI and engagement levels</li> <li>• Measure campaign success and provide regular updates to the Midlands Innovation Director and Executive Management Group</li> <li>• Monitor and share competitor activity.</li> </ul>	5%
5.	<p><b>Partnership working:</b></p> <ul style="list-style-type: none"> <li>• Supporting internal partnership building</li> <li>• Work closely with the Corporate Marketing, Research Communications and wider marketing teams including Media Relations and Public Affairs in the partner universities to establish effective and integrated working relationships</li> <li>• Develop effective communications channels between universities (such as organising marketing meetings, sharing information and facilitating best practice)</li> <li>• Inspire the team and others to think big, be creative and innovate</li> <li>• Enhance Midlands Innovation’s effectiveness and profile for internal audiences.</li> </ul>	10%
6.	<p><b>Events:</b> Project and events support for Midlands Innovation events. Supporting events that may include:</p> <ul style="list-style-type: none"> <li>• Midlands Innovation responses to government policy development.</li> <li>• Midlands/London based showcase events.</li> <li>• Events to bring Midlands Innovation partners together.</li> <li>• High-profile events like our Higher Education Technician Summit.</li> <li>• Party Conference.</li> </ul>	15%
7.	<p><b>Public Affairs:</b></p> <ul style="list-style-type: none"> <li>• Develop and expand an understanding and appreciation of the public and political affairs objectives of Midlands Innovation to enable complex and delicate issues to be dealt with appropriately and in confidence and to ensure that all meeting content is appropriate and in keeping with the public and political affairs and wider strategies of the partnership.</li> <li>• Play an active role in the appropriate professional bodies within the HE/ political affairs sector and the wider private and public charitable sector.</li> <li>• Keep abreast of and remain responsive to sector / political news and developments.</li> <li>• Maintain and develop the Midlands Innovation external engagement forward planning grid and authoring updates to senior staff across the partnership;</li> </ul>	15%

	<ul style="list-style-type: none"> <li>• Developing, collating and delivering a portfolio of external and internal stakeholder communications products – i.e. quarterly bulletins to senior UK national/regional policymaker audiences;</li> <li>• Producing effective and high-level correspondence, presentation material and other collateral on behalf of the Midlands Innovation Director.</li> <li>• To gather intelligence from a variety of different internal and external sources and disseminate it effectively to the Midlands Innovation leadership.</li> <li>• Responsible for the organisation and up-keep of accurate and secure office systems, correspondence, templates, and department files.</li> </ul>	
8.	<b>General marketing management and other duties:</b> <ul style="list-style-type: none"> <li>• Budgetary control for allocated campaigns</li> <li>• Support Midlands Innovation events</li> <li>• Any other reasonable duties as deemed appropriate within the scale and scope of the post.</li> </ul>	10%

### Knowledge, Skills, Qualifications & Experience

	Essential	Desirable
<b>Qualifications/ Education</b>	<ul style="list-style-type: none"> <li>• First degree or equivalent Chartered Institute of Marketing Diploma <b>or</b> Chartered Institute of Public Relations Diploma or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Membership of the CIM / CIPR</li> </ul>
<b>Skills/Training</b>	<ul style="list-style-type: none"> <li>• Highly developed project management skills.</li> <li>• Highly developed copywriting ability, proofing and editing skills.</li> <li>• Proven marketing communications planning skills.</li> <li>• Analysis and interpretation skills for market intelligence purposes.</li> <li>• First-class presentation skills</li> <li>• Effective and confident communicator (written and verbal).</li> <li>• Excellent attention to detail.</li> <li>• Ability to handle sensitive information.</li> <li>• Proven ability to inspire creativity and innovation in a team.</li> <li>• Excellent interpersonal skills.</li> <li>• Current and relevant knowledge of digital communications.</li> <li>• Web project management skills.</li> <li>• Experience of working with marketing suppliers.</li> <li>• Budget management skills.</li> <li>• Awareness of key legislation — e.g. FOI, Data Protection Act and copyright law.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of CRM systems or other client management databases.</li> <li>• Awareness/knowledge of Higher Education issues.</li> <li>• Experience of working on research communications activity.</li> <li>• Training in public relations, events management and policy development.</li> <li>• Adept at using social media.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Substantial experience at manager level in a marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Previous experience in a marketing or PR role at a higher education institution</li> </ul>

	<p>communications or corporate communications role.</p> <ul style="list-style-type: none"> <li>• Experience of working in a UK policy/public affairs/politically focused office.</li> <li>• Events management experience – preferably involving high-profile figures.</li> <li>• Experience of preparing documentation, briefings, running events, sourcing intelligence and disseminating content.</li> <li>• Proven and demonstrable experience of developing integrated marketing campaigns with exposure to the full communications mix.</li> <li>• Proven experience of developing original copy for brochures, newsletters or other promotional collateral.</li> </ul>	<p>would be desirable, but not essential.</p> <ul style="list-style-type: none"> <li>• Previous experience in branding or a brand management role.</li> <li>• Experience of working in a large, complex organisation or a globally-focused organisation.</li> </ul>
<b>Statutory/Legal</b>	<ul style="list-style-type: none"> <li>• A commitment to equal opportunities.</li> <li>• Understanding the importance of confidentiality.</li> <li>• Ability to be diplomatic in sensitive situations.</li> <li>• Working knowledge of Freedom of Information and Data Protection Issues.</li> </ul>	

**Additional Information**

This role will require the post-holder to travel to visit the university members of the Midlands Innovation partnership who are located across the Midlands. In addition travel to London is also expected.



*The University of Nottingham strongly endorses Athena SWAN principles, with commitment from all levels of the organisation in furthering women's careers. It is our mission to ensure equal opportunity, best working practices and fair policies for all.*