ROLE PROFILE

Job Title: Digital Communications Officer
School/Department: Politics and International Relations
Job Family and Level: Administrative, Professional and Managerial Level 3
Contract Status: Permanent
Hours of Work: Part-time (29 hours per week)
Location: School of Politics and International Relations, University Park
Reporting to: External Relations (Communications and Advocacy) and Operations Manager, Politics and International Relations

The Purpose of the Role:
The purpose of the role is to proactively lead on all the social media activities within the School of Politics and International Relations. The role will be split equally between supporting the general social media presence of the School and the Asia Research Institute (ARI).

The school has built a considerable social media presence through blog platforms such as Ballots and Bullets and through Twitter, Instagram, and Facebook. A key part of this role would be to revamp Ballots and Bullets to further increase the readership and to increase the @NottsPolitics following.

The social media presence of ARI is crucial for its success. A new platform has been launched in June 2018, merging IAPS Dialogue (86K readers in 2017) and the CPI Analysis (304K readers in 2017). It also features research from the Taiwan Study Programme. The role would be a key part of the growing success of ARI through effective promotion of the research featured on this site. Part of the duties of the Digital Communications Officer will include liaising with the media office to effectively target journalists and policy makers with this UoN research. It will also include producing short video blogs.

A consistently high degree of personal responsibility and initiative will be required to respond independently to queries and use judgement to deal with daily unforeseen circumstances.

Main Responsibilities

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<th>Main Responsibilities</th>
<th>% time per year</th>
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<td>1. To produce and edit copy for the school’s social media and other digital channels and to be actively involved in updating content on these channels. To ensure that all communications adhere to the University’s style guide and reflect the appropriate tone of voice.</td>
<td>30%</td>
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WordPress:
- **Ballots and Bullets**: Updating, refreshing and maintaining the blog platform. Commissioning, editing and proof reading ~1000 word articles of an academic nature with specific focus on references, hyperlinks and house style of presentation.
- **Asia Dialogue**: Updating, archiving, editing and reviewing special issues’ involving 5-10 academic articles (~1000 words) on issues and challenges facing contemporary Asia.
Taiwan Insight Building and developing a new blog platform dedicated to the politics, culture and history of Taiwan.
- Extensive photo editing skills including Photoshop, resizing Creative Common images via Flickr profiles to accompany weekly special issue articles. Image licensing to avoid copyright infringement.
- Managing and training editorial teams of PhD students acting as Editorial Assistants in the uploading/distribution to the online publications of ARI and TSP.
- Liaising with contributors on a regular basis to provide updates on the publication date.
- Analytics: Monitoring and maintaining audience share of the respective blogs, reporting them back to academic colleagues.

2. To develop and implement digital communications and marketing channels and activities to support and promote the school’s teaching and research, focusing specifically on social media activity and engagement.

To identify opportunities for building the school’s online profile and reputation, generating digital material and content for a variety of channels and formats with the aim of maximising the impact of existing and new marketing and communications materials nationally and internationally.

Working closely with the University of Nottingham’s central media relations team to coordinate, highlight and emphasize appearances in written and online media by the school’s academics as well as liaising with them re: targeting journalists with relevant material written on Asia Dialogue by UoN academics.

Twitter:
- Updating the @NottsPolitics, @UoN_ARI, @UONARI_China, @UONARI_Taiwan, and @Nottingham_CST Twitter accounts pages to ensure the cultivation of an online community of followers with cross posting between accounts to ensure the widest possible audience for written content. This role also involves the extensive use of HootSuite to time with Asian and North American time zones;
- Responding to breaking news and political events, including live-tweeting key political speeches and regular live-tweeting of Prime Ministers Questions via the @NottsPolitics Twitter account;
- Live tweeting School of Politics events; and
- Developing an extensive database of scholars, researchers and academics who have written for and are associated with the School and UoNARI.

Facebook:
- Maintaining the UoNARI/TSP/NottsPolitics Facebook accounts and working closely with colleagues and staff to promote UoNARI’s academic and research work on social media platforms;

Film and video Audio editing:
- Audio-visual and multimedia platforms for video, photo and audio editing including Abode Premier Pro, iMovie and iPad based applications including PS touch, FilMic Pro and Pinnacle Studio to produce videos intended for Facebook and the web and podcasts intended for SoundCloud.
- Commissioning, developing and editing in-house, 10 minute podcasts of in-depth interviews with academic staff, visiting professors and guest speakers.

Photography:
- Updating the school’s image bank and coordinating when necessary the involvement of a professional photographer; and
- Posting content to the school’s Instagram feed.

Ensure that all digital marketing and communications materials adhere to the University’s style guide.

3. To generate and drive traffic to the school’s website through referrals and links, particularly in relation to promoting blogs, videos and other online content to broader stakeholder groups. As part of the generation of traffic to the school’s website, the role holder will be required to maintain the news and events pages of the website on a regular basis as a process of linking the social media and online presence of the school.
4. To monitor progress and report on the effectiveness of social media channels and specific campaigns to the school. Liaising with school, faculty and University personnel as appropriate on strategy and direction to ensure that the development of channels aligns with central policies and strategies. 10%

5. To advise and support administrative and academic staff within the school on the use of social media and the development of new and existing channels. 5%

6. To work closely with students within the school to ensure that social media channels meet their needs and that their voice is also being heard. This will include running of focus groups and engagement of students in social media activity. 10%

7. Undertake any other duties necessary for the provision of an efficient support service as appropriate to the level and role of the person appointed. 5%

Knowledge, Skills, Qualifications & Experience

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<th>Knowledge, Skills, Qualifications &amp; Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Qualifications/Education</td>
<td>• HNC/D or equivalent and/or substantial work experience in a relevant, comparable role.</td>
<td>• Degree level qualification. • Relevant professional digital marketing qualification.</td>
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<td>Skills/Training</td>
<td>• High level knowledge and experience of running blogs through WordPress. • Excellent written and verbal communication skills and interpersonal skills. • Excellent planning and organisational skills.</td>
<td>• A demonstrable interest in Politics and International Relations. • A demonstrable interest in Asia studies. • Experience of audio-visual and multimedia platforms for video, photo and audio editing. • Higher education experience and an awareness of the current and future activities of the School.</td>
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<td>Experience</td>
<td>• Experience of managing and editing professional blog platforms. • Demonstrable experience of developing and growing professional Twitter, Instagram and Facebook presence. • Proven ability to communicate effectively with staff at all levels and to work collaboratively with academic and administrative colleagues. • Ability to define priorities and work flexibly and effectively under pressure to meet demanding and often conflicting deadlines.</td>
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<td>Statutory/Legal</td>
<td>• Ability to work in a team environment, supporting colleagues and sharing expertise.</td>
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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.