ROLE PROFILE

Job Title: Public Affairs Officer

School/Department: Midland Innovation, Research and Innovation Services

Job Family and Level: Administrative, Professional and Managerial Level 4

Contract Status: Permanent

Hours of Work: Full-time however applications are also welcome from candidates wishing to work part-time (minimum 30 hours per week). Please specify in your application if you wish to work part time and the number of preferred hours.

Location: University Campus

Purpose of the New Role:
To develop and deliver a Public Affairs strategy for the Midlands Innovation partnership and to support Midlands Innovation leadership in developing an increase in the volume and effectiveness of public affairs activity in support of its research strategy. To support effective marketing and communication activities that raise awareness and enhance the reputation of the Midlands Innovation university partnership within the partner institutions, across the Midlands, and on the national stage. Work closely with the Midlands Innovation and Energy Research Accelerator teams and the public affairs, marketing and communications teams at the partner universities to help position Midlands Innovation as a leading university collaboration.

Main Responsibilities % time per year

1. **Public Affairs**: To support Midlands Innovation to expand its public affairs activities and secure an increase in engagement with senior public stakeholders on topics of interest:
   - Develop and deliver a public affairs strategy for Midlands Innovation.
   - Develop and expand an understanding and appreciation of the public and political affairs objectives of Midlands Innovation in particular in support of its research strategy;
   - Enable complex and delicate issues to be dealt with appropriately and in confidence and ensure that meeting content is appropriate and in keeping with the public and political affairs and wider strategies of the partnership;
   - Play an active role in the appropriate professional bodies within the HE/political affairs sector and the wider private and public charitable sector;
   - Keep abreast of and remain responsive to sector / political news and developments;
   - Maintain and develop the Midlands Innovation external engagement forward planning grid and authoring updates to senior staff across the partnership;
   - Developing, collating and delivering a portfolio of external and internal stakeholder communications products – i.e. quarterly bulletins to senior UK national/regional policymaker audiences;
   - Producing effective and high-level correspondence, presentation material and other collateral on behalf of the Midlands Innovation Director and partnership;
   - To gather intelligence from a variety of different internal and external sources and disseminate it effectively to the Midlands Innovation leadership;
   - Responsible for the organisation and up-keep of accurate and secure office systems, correspondence, templates, and department files.

   30%
2. **Events:** Project and events support for Midlands Innovation events. Supporting events that may include:
   - Visits from high-profile people and ensuring strong engagement from Midlands Innovation partners.
   - Party Conferences.
   - Midlands Innovation responses to government policy development.
   - Midlands/London based showcase events.
   - Events to bring Midlands Innovation partners together.
   - High-profile events like our Higher Education Technician Summit.

3. **Marketing communications:**
   Work on a project basis to deliver effective and engaging marketing communications for Midlands Innovation as a world-class research and innovation partnership. Using the full marketing communications mix, decide on appropriate channels to reach and engage key stakeholders including: regional, funders, governmental, business, and the general public, as appropriate. To include:
   - Manage, develop and execute integrated campaigns, handling the marketing communications process from inception to conclusion.
   - Work closely with Midlands Innovation leadership to identify areas of collaboration, and promote high-quality work through innovative and creative case studies.
   - Support a ‘digital first’ approach to curate and implement highly creative and reusable content and utilise across channels including:
     - Print, online
     - Offline materials and literature
     - Digital and e-solutions
     - PR and sponsorship
     - Marketing support for research events
   - Monitor and measure campaign success.

4. **Market planning:**
   - Develop strategic marketing plans to support the delivery Midlands Innovation strategy. Use sound customer and market intelligence to inform planning.
   - Analyse and interpret intelligence and data required for marketing decisions, such as stakeholder opinions and profiling; competitor analysis; and macro-environmental factors affecting the marketplace.
   - Provide highly targeted marketing solutions across the Midlands Innovation portfolio and ensure robust analysis metrics are embedded to deliver insight and performance monitoring.

5. **Engagement:**
   - Work with Midlands Innovation partners to ensure that the partnership has effective and engaging impact case studies.
   - 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.
   - Develop strong and compelling campaigns appropriate for key stakeholders.
   - Confidently write and edit copy and source marketing resources where appropriate including copywriting and photography
   - Effectively utilise and manage assets including key messages, images and presentations.
   - Ensure legislative compliance including DDA, FOI and copyright issues.

6. **Partnership working:**
   - Supporting internal partnership building
   - Work closely with members of the Midlands Innovation and Energy Research Accelerator team
   - Establish effective working relationships with the Public Affairs, Corporate Marketing, Research Communications and wider marketing teams in the partner universities.
   - Develop effective communications channels between universities (such as organising marketing meetings, sharing information and facilitating best practice)
   - Enhance Midlands Innovation's effectiveness and profile for internal audiences.

7. **General marketing management and other duties:**
   - Budgetary control for allocated projects
• Support Midlands Innovation events
• Any other reasonable duties as deemed appropriate within the scale and scope of the post.

Knowledge, Skills, Qualifications & Experience

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<tr>
<th>Qualifications/ Education</th>
<th>Essential</th>
<th>Desirable</th>
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<td>• Degree-level education or equivalent work experience.</td>
<td>• Membership of the CIM / CIPR.</td>
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<th>Skills/Training</th>
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<td></td>
<td>• Training in public relations, events management and/or policy development.</td>
<td>• Understanding of the complexities and competing factors of the national and regional political environment and understanding of the complexities of the HE sector.</td>
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<td>• Highly developed project management skills.</td>
<td>• Adept at using social media.</td>
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<td>• Highly developed copywriting ability, proofing and editing skills.</td>
<td>• First-class presentation skills</td>
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<td>• Proven marketing communications planning skills.</td>
<td>• Ability to inspire creativity and innovation in a team.</td>
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<td>• Analysis and interpretation skills for market intelligence purposes.</td>
<td>• Current and relevant knowledge of digital communications.</td>
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<td>• Effective and confident communicator (written and verbal).</td>
<td>• Web project management skills.</td>
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<td></td>
<td>• Excellent attention to detail.</td>
<td>• Understanding of the complexities and competing factors of the national and regional political environment and understanding of the complexities of the HE sector.</td>
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<td>• Ability to handle sensitive information.</td>
<td>• Adept at using social media.</td>
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<td>• Excellent interpersonal skills and ability to build and manage excellent working relationships at a senior level.</td>
<td>• First-class presentation skills</td>
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<td>• Budget management skills.</td>
<td>• Experience of working with marketing suppliers.</td>
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<td></td>
<td>• Experience of working in a UK policy/public affairs/politically focused environment.</td>
<td>• Demonstrable experience of the science, research and innovation policy landscape and of communicating complex scientific issues to a broad audience.</td>
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<td>• Experience of organising visits/meetings with high-profile figures and senior members of staff.</td>
<td>• Previous experience in a public relations role at a higher education institution would be desirable.</td>
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<td>• Experience of preparing documentation, briefings, running events, sourcing intelligence and disseminating content.</td>
<td>• Experience of working in a large, complex organisation or a globally-focused organisation.</td>
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<td>• Proven experience of developing original copy for brochures, newsletters and websites.</td>
<td>• Experience of developing integrated marketing campaigns using the full communications mix.</td>
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<td>• Demonstrable experience of measuring and evaluating the outcome of stakeholder engagement activity.</td>
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<td>• Ability to travel and access to own transport</td>
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<td>• A commitment to equal opportunities.</td>
<td>• Working knowledge of Freedom of Information and Data Protection Issues.</td>
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<td>• Ability to handle sensitive and confidential information and to be diplomatic in sensitive situations.</td>
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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. Travel costs will be covered by expenses.

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.