<table>
<thead>
<tr>
<th>Job title</th>
<th>Senior Administrator (Web and Communications)</th>
<th>Job family and level</th>
<th>Administrative, Professional and Managerial Level 3</th>
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<tbody>
<tr>
<td>School/Department</td>
<td>English</td>
<td>Location</td>
<td>Trent Building, University Park Campus</td>
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### Purpose of role

This role will have a web and communications portfolio to support the development and delivery of the School’s communications and publicity, in relation to student experience, research impact, business engagement, student progression, and school-based conversion events and activities. The role holder will join a team of administrative staff working with academic and administrative staff across the School. There will also be collaboration with other professional service teams, including the Faculty Marketing Team, the Faculty Education and Student Experience Team, and the Student Recruitment Support Hub. The role-holder will line manage and oversee the work of a level 2 Administrator in the team.

This is a full-time, permanent post, hours of work 36.25 hours per week, 8.30 am to 4.45 pm Monday to Friday, with occasional requirement to work on a Saturday to support offer holder and open days.

### Main responsibilities

(Primary accountabilities and responsibilities expected to fulfil the role)

<table>
<thead>
<tr>
<th>1. Content Creation and management</th>
<th>% time per year</th>
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<tr>
<td>Working with school colleagues to plan and create content for a range of print and digital materials in the School</td>
<td>35%</td>
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<tr>
<td>Producing, copywriting, editing and proofreading the School’s suite of promotional and publicity materials for teaching, research, impact and business engagement: including leaflets, flyers, banners, displays using InDesign, MS Office suite as appropriate in liaison with the Faculty marketing team and in line with University marketing guidelines</td>
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<tr>
<td>Working with internal and external suppliers to co-ordinate photographic and video content to meet a variety of school needs</td>
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<td>Responsible for file and image storage and associated usage rights</td>
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<tr>
<td>Working with school colleagues to develop strategies for utilising the Office 365 suite of software</td>
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<tr>
<td>Oversee work of Level 2 Administrator to create news stories, event listings, conference and research webpages, posters, leaflets, displays, newsletters and School communications ensuring that brand guidelines are adhered to</td>
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2. **Web Development**

- Acting as Site Manager for the School web-pages – the externally facing Content Management System (CMS) and the internal intranet for staff
- Managing access to the CMS site and Workspace
- Devising and implementing a School plan to ensure that the School web-pages are kept fresh, appealing and accurate, responding to the requirements of the School management team, CMA, GDPR and WCAG guidelines.
- Sourcing, commissioning and writing new web-pages, particularly in the areas of research, teaching, impact, business engagement and the student experience to ensure that the web-pages reflect the opportunities for students in the School, e.g. volunteering, Advantage Award modules, write/create/perform etc.

3. **Recruitment Events**

- Oversee the organisation of the School’s recruitment event activities at UG, PGT and PGR level
- Oversee the content, programme and organisation of the School’s Open Days and Offer Holder Days, liaising with colleagues in the central recruitment hub Liaise with the Academic Open/Offer Holder Day Co-ordinator to agree dates for the School’s events each year and programme content
- Review and update content of presentations for general talks and “Approaches to Text” taster lecture
- Oversee work of Level 2 Administrator to checks stocks of publicity material, organising the content of Offer Holder Day visit packs and to produce the packs
- Ensure that School noticeboard displays (both in the School’s corridors and mobile displays) are refreshed, updated and prepared ready for the events
- Attend School organised recruitment events to support programme development (this could involve working on occasional Saturdays
- Monitor effectiveness of current practices e.g. numbers of students registered on Offer Holder days, response rates., commissioning focus group activities to help develop new content and approaches to continuously improve the School’s activities in this area
- Oversee personalised communications with offer holders and associated recruitment material in conjunction with the Faculty marketing team
- Attend and minute meetings of the School Admissions and Marketing Committee

4. **Social Media**

- Developing and managing the School’s social media profiles and presence engaging with staff and student groups as appropriate
- Line managing a Level 2 Administrator to ensure that the School’s social networking sites are updated regularly
- Working with the Faculty marketing team and the School to develop campaigns to increase social media engagement
### 5. Other
- Line management of a level 2 administrator including undertaking appraisal and supporting their training and development
- Line management of PhD and scholarship students casually engaged to update research centre webpages, holding regular briefing meetings to establish common practice and provide training and support as required

### 6. General
Undertaking team events for the School which will require support from all administrative members of staff include:

- Establishing working relationships with key contacts from the Faculty Marketing team and other teams, Schools and departments to support activities and projects
- Process mapping and lean management of systems/processes within the Faculty;
- Attending meetings in the School and Faculty;
- Attending team staff development events;
- Planning and organising own activities to ensure deadlines and targets are met
- Health and safety activities including acting as a School Fire Officer with all other members of the administrative team.

7. To undertake other duties commensurate with the grade of the post as part of the team of administrative staff in the School of English.

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**Person specification**

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<th>Skills</th>
<th>Essential</th>
<th>Desirable</th>
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<td></td>
<td>- Range of marketing and communication skills relating to digital/social media</td>
<td>Experience of running a social media campaign in a professional environment and marketing to a Gen Z audience.</td>
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<td>- Proficient in Office 365 and design software</td>
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<td></td>
<td>- Advanced web editing and web management skills</td>
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<td>- Good communication and organisational skills with the ability to prioritise workloads and demonstrate flexibility</td>
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<td></td>
<td>- Good eye for detail and accuracy in all aspects of work</td>
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<td></td>
<td>- Good written skills including editing text, writing copy and original materials for promotional materials, producing reports etc.</td>
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<td>- Excellent time management</td>
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| Knowledge and experience | • Ability to build relationships with individuals and organisations.  
  • High degree of initiative, responsibility and self-motivation, and a professional attitude, with a proactive approach to problem solving  
  • Excellent project and event management skills  
  • Ability to work under pressure  
  • Able to learn new skills particularly in the area of IT |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Qualifications, certification and training (relevant to role) | • Significant experience of working in a marketing role including experience of creating and managing content  
  • Experience of organising events  
  • Market research skills  
  • Experience of minuting meetings  
  • Video creation and editing skills  
  • Experience of working in a University environment  
  • Experience of overseeing the work of other administrative staff |
| Special requirements | • HNC/HND in a relevant subject (or equivalent).  
  • Good general standard of education including Maths and English GCSE at grade 4/C or equivalent.  
  • Committed to working as part of a team in a shared office environment  
  • Friendly and approachable  
  • Available to work on occasional Saturdays to support offer holder days and open days |

The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our workforce and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Please note that as part of its commitment to maintaining the highest academic standards in teaching and learning, the University expects all newly appointed or promoted Lecturers (unless exempt) to complete 30 credits of the Postgraduate Certificate in Higher Education (PGCHE) Course.

For further details about the School please go to: [http://www/nottingham.ac.uk/english](http://www/nottingham.ac.uk/english)
For further information about this post please contact Mari Hughes (mari.hughes@nottingham.ac.uk). Please note that applications sent directly to this email address will not be accepted.

### Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

**Valuing people**
Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.

**Taking ownership**
Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as H&S, EDI and other considerations.

**Forward thinking**
Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.

**Professional pride**
Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.

**Always inclusive**
Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

### Key relationships with others

- **Line manager**
  - Assistant Operations Manager

- **Role holder**
  - Senior Administrator (Web & Communications)

- **Key stakeholder relationships**
  - Administrator (Web & Communications)
The School of English

The post holder will join an administrative team of the following members of staff:

Operations Manager: Mari Hughes
Assistant Operations Manager: Rebecca Peck
Senior Administrator (Operations): Emily Dawkes
Senior Administrator (Research): Sarah Nolan
Senior Administrator and Exec Asst to Head of School: Jane Schofield
Senior Administrator (Web and Communications): Vacancy
Senior Administrator (Web-based Learning): Claire Humphries
Administrator (Web-based Learning): Chris Woolston
Administrator (Web and Communications): Alexandra Duncan
Administrator (Operations): Kat Irons

The School is organised internally across four sections, covering Modern Literature, Medieval Language and Literature, Drama and Creative Writing, and English Language and Linguistics. Our undergraduate degrees are taught across these areas, ensuring that all Nottingham students have the opportunity for the widest possible education in English language, linguistics, literature and culture. This broad, rich coverage has been a hallmark of the School over the post-war period, and is a strong characteristic of the teaching ethos today.

The School of English was one of the first departments to be established when the University was formally opened in 1881 and is located on the ground floor of the Trent Building, University Park Campus. The Schools of English in Ningbo and in Malaysia are an integral part of the University’s English provision, with many specific courses in common and a 2+2 degree between Nottingham and China. We have a first-rate, international reputation for outstanding teaching and research, as demonstrated by our School's current UK and world rankings:

- 11th for English and 6th for Creative Writing in The Times and Sunday Times Good University Guide 2019
- 7th for English Literature in The Telegraph's top 10 UK universities
- 13th for English and 8th for Creative Writing in The Complete University Guide 2020
- 9th in the UK for 'research power' (REF 2014)
- 49th for English Language and Literature in the QS World University Rankings 2019

At present, there are currently 57 academic staff in the School, 8 Teaching Associates and 7 members of research staff. We offer both Single and Joint Honours courses at BA level, a range of taught postgraduate Masters courses (many through web-based Distance Learning) and research supervision in all areas. We have approximately 950 undergraduate students, 95 undertaking on-site Masters programmes and 180 on distance learning Masters. There are approximately 90 full- and part-time research students working towards the higher degrees of PhD within a range of topics, with most full-time members of staff engaged in postgraduate supervision. These are students on our Nottingham campus. The School also has Schools of English at The University of Nottingham campus in Ningbo, China and at the University of Nottingham campus in Malaysia.

Teaching in the School

Undergraduate teaching
English Language and Applied Linguistics
Medieval Studies (including the history of the language)
Literature from 1500 to the present day (including literary theory)
Drama and Performance
Creative Writing
The curriculum emphasises a wide range of disciplines within the general areas of English, in which Year 1 operates as a foundation year introducing the students to these disciplines, while in Years 2 and 3 students progressively select a range of specialist modules.

**Masters Programmes**
The School offers a number of specialist taught Masters programmes including Applied Linguistics, Applied Linguistics and English Language Teaching; Literary Linguistics; Viking and Anglo-Saxon Studies; English Literature; and Creative Writing. In addition, the MA in English Studies allows students to combine modules from different areas, particularly language, literature and medieval studies. We also have a joint Masters programmes with the Nottingham University Business School, the MA in Communication and Entrepreneurship.

**Web-based distance-learning**
Over the last few years, the School has invested in the development of web-based e-learning materials, a pioneering move led by staff in the English Language and Applied Linguistics section and now involving all areas of the School. We currently offer several of our Masters courses as web materials (MAs in Applied Linguistics, Applied Linguistics and English Language Teaching, English Studies, Health Communication, Modern English Language, Literary Linguistics and Professional Communication), and we currently have over 180 distance students based in over 40 countries.

The School has recently received a significant investment by the University to re-imagine university teaching for the mid-21st century through an innovative distance-learning project to draw on the latest learning technologies and design courses that put the student’s individual experience and requirements at the core of the programme, with material and guidance customised around them. This Applied English project will initially run alongside our current distance learning courses, but the aim is to integrate the two as the project develops.

**Research in the School**
The following research groupings in the School form a focus for lectures, conferences, seminars, grant applications and other collaborative activities:

**Centre for Research in Applied Linguistics (CRAL)** is an interdepartmental research unit comprised of scholars from the School of English, Computer Science, Mathematics, Psychology, and Education. The School also houses two of the largest corpora of spoken English and spoken business English in the world, both funded in co-operation with Cambridge University. Academic and research staff from the School form part of a recently established professional communication research cluster and business unit, *Linguistic Profiling for Professionals* (LiPP), based in CRAL to provide bespoke consultancy and training.

**Centre for Regional Literature and Culture (CRLC)** involves a series of fresh initiatives relating to regional cultures at both local (i.e. East Midlands) and national levels. The Centre encompasses work on Byron, Southey, the interdisciplinary Landscape, Space, Place Research Group, and the DH Lawrence Research Centre.

**Centre for the Study of the Viking Age (CSVA)** fosters, develops and coordinates research into all aspects of the Viking Age, with special emphasis on Scandinavian contacts with the British Isles, and on literary and linguistic sources for the period.

**Institute for Name-Studies (INS)** was established in September 2002 as an umbrella for the various research activities of the *English Place-Name Survey* (founded 1923) and the *Centre for English Name-Studies* (established 1992). The Institute for Name-Studies houses the library and research resources of the *English Place-Name Society*. 
The School has been successful in attracting substantial funding from The Leverhulme Trust, the AHRC, the British Academy, ESRC, EPSRC, the Wellcome Institute, JISC and other external bodies. The University has a number of internal research funding schemes and support for both internal and external funding applications is provided by the University’s Centre for Advanced Studies (CAS).

**Careers and Employability**
The School of English was awarded a prestigious Teaching Development Grant by the Higher Education Academy for our project, ‘Embedding Employability in English: work related learning in the creative industries’, to address two key challenges:

- How we can create opportunities for our students to develop vocational skills and experience work-related learning in the context of the particular skills and knowledges being developed through their subject-based study of English
- How we can ensure that such work-related activity is appropriately framed and supported to ensure ‘learning’ takes place, particularly as the numbers of students involved increases.

The School now had a dedicated Placements and Employability Administrator to support our work to develop placements, volunteering and employability opportunities for all students. The School’s volunteering programme includes the Literacy Support Project and the Viking and Anglo Saxons for Schools projects working with local secondary and primary schools.

**The University and the Faculty**
The University of Nottingham has award-winning campuses in the United Kingdom, China and Malaysia and hosts a truly global academic community in all three countries. The University was placed 82nd in the world (2019 QS World University Rankings) and placed 8th in the UK for research power (REF2014). The University has also been recognised as delivering Gold standard in the Teaching and Excellence Framework (TEF).

The Faculty of Arts is a large and diverse Faculty encompassing the School of Cultures, Languages and Area Studies (CLAS), School of English, and School of Humanities. The Faculty is home to associated Centres and Institutes, and the lead member of the Midlands4Cities AHRC Doctoral Training Partnership. We are spread across both the University of Nottingham Ningbo China and the University of Nottingham Malaysia Campus.

The research carried out through the Faculty is of the highest standard: in REF2014 more than 97% of research was of international quality, with 72% graded as ‘world-leading’ or ‘internationally excellent’ and five of the 11 units submitted were in the top 10 by research power.

We place a high value on research-led teaching and are committed to excellence in education and student experience.

For further information about the University, see:
http://www.nottingham.ac.uk

For campus maps and other information, see:
http://www.nottingham.ac.uk/about/campuses/maps.php

January 2020