



<b>Job title</b>	Student Communications Officer	<b>Job family and level</b>	Administrative, Professional and Managerial Level 3
<b>School/ Department</b>	Communications & Advocacy/ External Relations	<b>Location</b>	Jubilee Campus/ University Park

Part of the University’s Communications and Advocacy team as well as its Registry & Academic Affairs and Student & Campus Life teams, this role is responsible for central communications and engagement with students across the institution’s UK campuses focused on services, administration and campus life for the student community.

This includes co-ordinating and streamlining service communications for students, as well as managing campaigns, social media and videography to support effective engagement with our student community. The role will support students in better understanding our services, disseminating key messages and seeking feedback. It will also assist Registry & Academic Affairs and Student & Campus Life teams in delivering and improving internal communications with academic colleagues.

This is a new and exciting role which we have created to help us deliver our ambition to better inform our audience about us, our work and our services. You will create and publish innovative, audience-focussed content to support and promote a wide range of services, delivering communications and content that delivers compelling stories, builds communities and customer satisfaction.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Internal communications strategy</b></p> <ul style="list-style-type: none"> <li>Develop and deliver student-focussed communications strategy and tactical plans that support our objectives, with particular regard to service communications with students.</li> <li>Gather and analyse data to segment University students and generate insight into how internal communications can be tailored for each segment to maximise impact.</li> </ul>	15%
2	<p><b>Communications content strategy</b></p> <ul style="list-style-type: none"> <li>Draft and edit engaging communication materials for students, and act as gatekeeper for student messaging from other departments</li> <li>Produce creative and engaging content, copy and collateral appropriate to student channels</li> <li>Set metrics and produce regular analytics to measure impact and support channel and content improvement and development.</li> </ul>	30%

	<ul style="list-style-type: none"> <li>• Provide expert training, advice, co-ordination and support to Registry &amp; Academic Affairs and Student &amp; Campus Life colleagues on the content and creation of communications</li> <li>• Ensure that all content developed and distributed is both accessible and inclusive</li> </ul>	
3	<p><b>Digital and social media</b></p> <ul style="list-style-type: none"> <li>• Develop content, video, graphics and photography to support impactful student communications</li> <li>• Advise on and develop approaches to extend the reach and impact of student communications across digital and social media channels, identifying appropriate channels and developing content.</li> <li>• Encourage approaches to digital advocacy by working with third parties and partners to re-amplify student-facing digital and social media activity.</li> </ul>	20%
4	<p><b>Change communications</b></p> <ul style="list-style-type: none"> <li>• Deliver - and support colleagues in the delivery of - communications and engagement activity that supports major organisational or behavioural change programmes related to the services for students.</li> <li>• Develop positive, evidenced and convincing narratives for change</li> </ul>	15%
5	<p><b>Devise and deliver campaigns to support customer and institutional objectives</b></p> <ul style="list-style-type: none"> <li>▪ Campaigns to promote student services, advice and operational updates</li> <li>▪ Campaigns to promote graduation ceremonies and associated services, booking and support</li> <li>▪ Campaigns to support student engagement with University services for students</li> </ul>	10%
6	<p><b>Collaborate with communications colleagues</b></p> <ul style="list-style-type: none"> <li>• Collaborate closely with the central External Relations (Internal Communications) team on one's own, as well as joint, activity, campaigns and channels</li> <li>• Work with the Web, Digital, Design and Marketing teams to create and develop materials that are brand compliant and easily-adapted for use across other University platforms</li> <li>• Provide professional expertise, advice and co-ordination to colleagues to ensure their student communication skills, techniques and activities are of the highest quality.</li> </ul>	10%

Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Engaging content creation and editing, including written content, images, gifs and video</li> <li>▪ Adaptation of content to optimise for different digital channels and audiences</li> <li>▪ Proof reading</li> <li>▪ Proven organisational and project planning skills</li> <li>▪ Ability to take decisions and act independently</li> <li>▪ Excellent organisational skills with the ability to manage tight and conflicting deadlines</li> <li>▪ Ability to think creatively and be solution focused</li> <li>▪ Excellent communications and interpersonal skills, ability to liaise with a wide range of diverse stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>▪ Video production and photography</li> </ul>
<b>Knowledge and experience</b>	<p>Experience of:</p> <ul style="list-style-type: none"> <li>▪ Supporting the delivery of service and behavioural change</li> <li>▪ Development and delivery of strategic and tactical content plans</li> <li>▪ Setting of metrics, collection and analysis of data to assess and improve plans</li> <li>▪ Using web content management systems</li> <li>▪ Developing digital content for a range of internal audiences and channels</li> <li>▪ Social media planning and content development in relation to communications or PR work</li> <li>▪ Audience analysis, targeting and personalisation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Working in a large complex organisation</li> <li>▪ Two or more years' experience working in a communications role</li> </ul>
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ Educated to HNC or HND in relevant subject, or to A level or equivalent standard</li> <li>▪ Significant work experience in a relevant role or proven track record in a similar role</li> </ul>	<ul style="list-style-type: none"> <li>▪ Educated to degree level or equivalent</li> <li>▪ Proof reading qualification</li> </ul>
<b>Additional Information (eg, Statutory/Legal)</b>	<ul style="list-style-type: none"> <li>▪ Understanding of, and experience of ensuring adherence to, relevant legislation ie DDA, CMA, ASA etc.</li> </ul>	



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 work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

## 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 Health & Safety, Equality, Diversity & Inclusion, 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



