



<b>Job title</b>	Communications Officer	<b>Job family and level</b>	Administrative, Professional and Managerial Level 3
<b>School/ Department</b>	Campaign and Alumni Relations Office	<b>Location</b>	Kings Meadow Campus

## Purpose of role

To plan, develop and deliver content and campaigns within the Campaign and Alumni Relations Office (CARO) communications team. Supporting colleagues through communications and content planning processes, the role holder will deliver highly effective supporter and fundraising communications.

The role will provide knowledge of the general principles and best practices for communications to ensure the effectiveness of CARO in achieving its objective of increasing levels of advocacy, volunteering and philanthropic funding to the University.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	<p><b>Content development and delivery</b></p> <ul style="list-style-type: none"> <li>▪ Work collaboratively with colleagues in the communications team and across CARO to propose, plan, develop and deliver audience focused creative content and communications aligned to the CARO content strategy and shared strategic goals.</li> <li>▪ Research and create content for online and offline channels (print, website, social media, email), using social media management tools, our email marketing platform, CMS and creative design applications.</li> </ul>	40%
2	<p><b>Teamwork</b></p> <ul style="list-style-type: none"> <li>▪ Work with alumni, supporters and other contributors to produce engaging content aligned to the content strategy.</li> <li>▪ Advise and gain support of colleagues within CARO and across the university to contribute to the content strategy and build strong working relationships with internal stakeholders.</li> <li>▪ As part of the Communications Team, provide administrative cover during periods of colleague absence.</li> </ul>	30%
3	<p><b>Production of communications</b></p> <ul style="list-style-type: none"> <li>▪ Manage incoming supporter and fundraising communications requests, reviewing and scheduling communications briefs as</li> </ul>	15%

	<p>necessary.</p> <ul style="list-style-type: none"> <li>▪ Keep colleagues up to date with communications process tasks and actions, and support delivery to deadline.</li> <li>▪ Ensure effective record keeping practices, including updating the Raiser's Edge database of alumni and supporters in a timely manner.</li> </ul>	
4	<p><b>Evaluating performance</b></p> <ul style="list-style-type: none"> <li>▪ Analyse communications performance against pre-agreed outcomes and make recommendations to drive continuous improvement which enhance the audience experience and improve results.</li> </ul>	10%
5	<p><b>Networks</b></p> <ul style="list-style-type: none"> <li>▪ Maintain and enhance personal knowledge, skills and networks by keeping abreast of best practice and key developments amongst peer universities and third sector organisations and share information with the rest of the team and CARO.</li> <li>▪ Network with colleagues across the university, in other higher education institutions and other sectors to share best practice and facilitate exchange of information.</li> </ul>	3%
6	<p><b>Other Duties</b></p> <ul style="list-style-type: none"> <li>▪ Use feedback from colleagues and external contacts to contribute to proposals for improvements to current working practices.</li> <li>▪ Other comparable duties as may be required at the request of your line manager and/or department director.</li> </ul>	2%

## Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ The ability to create inspirational, engaging and audience-focused content (including copy writing, image commissioning/selection, social media, video development).</li> <li>▪ Proficiency with web content management systems (preferably Contensis or similar).</li> <li>▪ Evidence of strong interpersonal skills and an ability to engage with and influence contacts at all levels, both internally and externally.</li> <li>▪ Proven excellent written and verbal communication skills with a high attention to detail.</li> <li>▪ Proven analytical and problem-solving capability.</li> <li>▪ Proven skills in collaborating as part of cross-functional project teams.</li> <li>▪ Confident computing skills including Microsoft 365, databases and web content management systems.</li> <li>▪ Ability to manage a diverse and varied workload.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Some knowledge of HTML and CSS.</li> <li>▪ Some knowledge of CRM systems.</li> <li>▪ Project management skills.</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of creating and managing the design and production of online and offline communications.</li> <li>▪ A good understanding of the theory and practice of integrated communications planning and execution.</li> <li>▪ Experience of underpinning recommendations with insight sourced from market research, best practice review and web analytics/email data.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience of working in a Higher Education or charity environment.</li> <li>▪ Experience of using The Raiser's Edge database.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Experience of contributing to an annual communications plan, gaining agreement from internal customers, and progressing on own initiative whilst seeking appropriate sign-offs.</li> <li>▪ An excellent understanding of the role of social media in delivering measurable contributions to integrated campaigns; and experience of developing and implementing social media activity.</li> <li>▪ Experience of working independently and dealing with unforeseen problems and circumstances, by taking decisions and thinking creatively.</li> <li>▪ Awareness of developments in donor and volunteer communications within the charity sector.</li> </ul>	
<p><b>Qualifications, certification and training (relevant to role)</b></p>	<ul style="list-style-type: none"> <li>▪ HNC or HND in a relevant subject, or equivalent qualifications, plus considerable experience in a relevant role. OR</li> <li>▪ Broad substantial relevant experience.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Undergraduate degree in marketing, web or related field.</li> <li>▪ Copywriting/editing/journalism qualification.</li> </ul>
<p><b>Statutory, legal or special requirements</b></p>	<ul style="list-style-type: none"> <li>▪ Knowledge or experience of handling sensitive data and an understanding of UK Data Protection legislation.</li> </ul>	



**Athena SWAN**  
Silver Award



Race Equality Charter  
Bronze Award



## 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:

<b>Valuing people</b>	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.
<b>Taking ownership</b>	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.
<b>Forward thinking</b>	Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
<b>Professional pride</b>	Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
<b>Always inclusive</b>	Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

## Key relationships with others



