Job title	ITSS Impact and Engagement Officer (Digital)	Job family and level	Administrative, Professional and Managerial Level 3 (FTE) Fixed term until July 2026
School/ Department	Faculty of Engineering	Location	Jubilee Campus

Purpose of role

The UK Institute for Technical Skills & Strategy (UK ITSS) is the national advocate for the technical community. As the home of the Technician Commitment, we proudly champion technicians' critical role in higher education and research.

Despite their vital contributions to education, research, and innovation, the technical workforce has long been under-recognised. UK ITSS is here to change that.

We're seeking a passionate, personable individual to engage with a 35,000-strong technical community across universities and research institutes. You'll promote the impact of our pioneering leadership and development programmes, Knowledge Exchange Placements and innovative initiatives.

In this role, you'll support corporate communications, disseminate research insights from our Research and Policy Group, and create compelling impact and engagement content for digital channels. Responsibilities include managing email campaigns, newsletters, and website content while ensuring accuracy and relevance.

You'll also amplify our award-winning Herschel Programme for Women in Technical Leadership, the Executive Programme for Strategic Technical Leaders highlight Technician Commitment signatory activity and promote UK ITSS's key initiatives.

Based at the University of Nottingham, our small marketing and communications team champions technicians nationally.

We're at an exciting stage of growth, and you'll play a pivotal role in delivering communications activity which highlights impact to enhance our reputation and engage stakeholders.

The ideal candidate will have exceptional attention to detail, strong copywriting skills, and a passion for delivering high-quality work.

UK ITSS is funded by Research England (part of UKRI), and the Technician Commitment is supported by the Gatsby Charitable Foundation.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	**Social media marketing** • Work closely with the existing marketing and communications team to manage content distribution across social media channels for the UK Institute for Technical Skills & Strategy and the Technician Commitment. (LinkedIn, Instagram, Bluesky, X and YouTube) • Design and develop assets (including graphics, animations, and materials) to support corporate communications and campaign activity using Canva and Powerpoint templates. • Help to plan, create, schedule and distribute content to support corporate communications and campaign activity (such as boost brand visibility, promote events or training opportunities) • Ensure content adheres to brand guidelines and meets accessibility needs. • Contribute and input creative ideas to support strategic marketing goals such as driving traffic to website, increase online engagement and paid-for campaign activity. • Liaise with communications teams in partner organisations on collaborative activities. • Monitor performance and provide data to support analytics and reporting activity. • Take an active interest in existing and social media channels and trends	25%
2	**Email marketing** • Lead on the design and delivery of email campaigns/newsletters for the UK Institute for Technical Skills & Strategy and the Technician Commitment, using Mailchimp. • Work closely with the existing marketing and communications team to plan optimal distribution dates, in line with broader marketing and communications activity. • Ensure the content adheres to brand guidelines and accurately reflects the key audiences from an EDI perspective and accessibility requirements. • Evaluate success and implement opportunities for data capture to grow subscriber audience. • Create segmented, personalised email campaigns and manage audience subscribers. • Monitor performance and provide data to support team analytics and reporting activity. • Ensure GDPR guidelines are adhered to.	25%
3	**Website management** • Support website management for the UK Institute for Technical Skills & Strategy and the Technician Commitment, ensuring content is accurate and up to date. • Follow and implement brand guidelines across websites.	15%

	• Implement effective housekeeping processes within the CMS • Identify opportunities for new, engaging content to maintain website content • Supplier liaison with CMS and host provider • Undertake regular reviews to measure success and identify solutions to improve navigation and user journey • Ensure the website meets accessibility standards • Monitor performance using GA4 and provide data to support analytics and reporting activity.	
4	**Creative content** • Research and input creative ideas to create unique, shareable content that builds brand awareness • Create shorts from existing video content, repurposing existing content for greater visibility, reach and return on investment • Contribute to the creation of brand templates for new reports, events or opportunities for the technical community • Utilise AI tools ethically, an openness/willingness to learning new tools with the team and share knowledge	15%
5	**Copywriting** • Write, edit and optimise copy that is relevant to the distribution channel and audiences (includes web copy, email campaigns, blogs, news articles) • Follow style guides, messaging matrix and proof points to help tell our brand story to deliver a clear and coherent message to audiences.	10%
6	**Collaboration & Stakeholder Engagement** • Collaborate with internal teams, external developers, and agencies to support the execution of communications and marketing strategies. • Contribute to various ad-hoc projects, including face-to-face and online events • Supplier liaison and briefing with videographers and photographers • Occasional communications support for the University of Nottingham technical community, as and when required.	5%
7	**Planning and administration** • Help manage and maintain image library and asset bank • Administer the corporate YouTube channel • Follow GDPR guidance and maintain asset register	5%

Person specification

	Essential	Desirable
Skills	▪ Excellent interpersonal skills which enable effective collaboration with colleagues and stakeholders ▪ IT proficient with MS Teams, Zoom, Word, Excel, Powerpoint ▪ Experienced in social media management, evidencing audience growth and engagement across several channels ▪ Proficient in graphic design software, such as Canva ▪ Experienced in designing and distributing email campaigns in Mailchimp or other email campaign software ▪ Experienced in Content Management Systems to manage web edits ▪ Excellent attention to detail ▪ High degree of initiative, responsibility and self-motivation ▪ Strong writing and proofreading ability ▪ Track record of working collaboratively as a team ▪ Strong organisational skills ▪ Commitment to continuous improvement	▪ GW4 analytics ▪ Experience using social media scheduling tool, Buffer ▪ Experienced in WordPress ▪ Experience monitoring data and analytics for social media channels
Knowledge and experience	▪ Experience in a marketing and communications role ▪ Proven experience of managing multiple social media channels ▪ Knowledge of how to apply brand identity/guidelines and messaging in a marketing and communications team ▪ Experience working to deadlines ▪ Ability to manage multiple projects/workstreams ▪ Interested in learning and developing marketing and communications knowledge	▪ Experience of working within the HE environment to support multidisciplinary research and collaboration activities ▪ Experience of working with technical staff ▪ Creative portfolio with examples of content creation (still, video and written)
Qualifications, certification and training (relevant to role)	▪ A Further Education qualification or at least two years' experience in marketing or communications role	▪ BA degree in media, communications or marketing, or similar

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

Line manager

Marketing and Communications Manager

Role holder

Communications and Digital Marketing officer

Key stakeholder relationships

Suppliers | Colleagues | Technical professionals