



Staffordshire University Services Ltd

## Job Description

<b>Job title</b>	Communications Officer
<b>School/Service</b>	Marketing, Recruitment and Communications
<b>Normal Workbase</b>	Stoke-on-Trent
<b>Tenure</b>	Temporary – TFTC 6 months
<b>Grade/Salary</b>	5
<b>FTE</b>	37 hours per week
<b>Date prepared</b>	December 2020

### Job Purpose

To support the Internal Communications Manager in ensuring all communication channels are up to date, focusing on government developments affecting the higher education sector. The role will support communications concerning issues such as the COVID-19 pandemic, Brexit and policy changes to ensure our students and staff are kept informed and updated as to how these changes impact them.

To act as departmental communications lead for ongoing changes within the HE landscape, attending any relevant meetings and undertaking subsequent actions and reporting requirements.

To support the Public Relations Manager in drafting media-facing communications as necessary.

To support the team's need to keep our broad audience of staff, students and external stakeholders up to date on all changes, to drive the University's reputation as a Civic University and to support employee engagement and student satisfaction.

### Relationships

Reporting to: Internal Communications Manager

Responsible for: N/A

### Main Activities

- To plan, produce and run all relevant communications and campaigns in conjunction with the wider Communications team, liaising with the Students' Union and other relevant University departments and teams as necessary
- To act as departmental lead for communications related to COVID-19, Brexit, policy and other relevant materials as required
- To draft and prepare all relevant updates and external bulletins for the Communications team
- To undertake relevant analysis and communication campaign reporting to assess impact of activity for internal and external stakeholders against the University's KPIs

- To oversee the day-to-day administration of the intranet and staff/student apps, and to ensure all Internal Communications channels remain up to date
- To draft and prepare staff/student bulletins and updates for the Internal Communications Manager
- To support the Internal Communications Manager in delivering the University's communications strategy
- To support the Public Relations Manager in drafting media-facing communications as necessary
- To support in the planning and delivery of University staff, student and community events as needed
- To support the University Events team, helping with set-up and take-down activities as required
- To attend – or support the virtual delivery of – University Recruitment and Corporate Events (e.g. University Open Days, UCAS HE Fairs, Welcome Week, Awards Ceremonies, etc.) as required
- To create work on brand and with vision, in line with the University's overarching strategy
- To support the budget process, ensuring monthly cost centre reports and quarterly forecast and budget planning are completed
- To ensure work adheres to relevant legislation and regulations (e.g. Accessibility, Data Protection, CAP code, CMA, etc.)
- To undertake any other reasonable duties as determined by the Executive Director of Marketing, Recruitment and Communications
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy

### Special Conditions

The role holder will be required to travel between sites from time to time in a cost-effective manner, which may be through the use of a car.

There will be a need for the post holder to work evenings and occasional weekends to cover marketing and recruitment activities.

### Professional Development

The organisation is keen to support staff in achieving high standards and will expect continuous professional development to ensure up to date knowledge and technical skills in related areas.

### Variation to Job Description

The employer reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

## Conditions of Service

If you are successful in being appointed to a professional support role at Grades 1-6, you will be employed by Staffordshire University Services Limited (SUS Ltd).

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which provides professional support staff to undertake various roles and responsibilities associated with grades 1 to 6 on the Staffordshire University pay scale. You'll work alongside, and under the direction of colleagues, within the University's Schools and Services in the delivery of our University Plan and supporting KPIs. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

## Informal Discussion

Should you wish to discuss this vacancy informally before making an application please contact: 01782 294345 or [comms@staffs.ac.uk](mailto:comms@staffs.ac.uk)

## Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.