



Job Description

Job Title	Communications Assistant
School/Service/Institute	Marketing, Communications and Public Relations
Normal Workbase	Stoke-on-Trent
Tenure	Permanent
Grade/Salary	Grade 4
FTE/Hours	1.0 FTE

Job Purpose

- To support the Internal Communications Manager in creating engaging content, ensuring all communication channels are up to date, and to support staff and student communication plans. To support the team's need to capture the attention of the broad audience of staff and students, to drive the University's reputation and support employee engagement and student satisfaction.

Relationships

Reporting to:	Internal Communications Manager
Responsible for:	N/A

Main Activities

- To oversee the day-to-day administration of the intranet and staff/student apps, and to create and work with a network of internal comms advocates across the University, including undertaking staff training on IC channels
- To draft and prepare weekly staff/student newsletters and multimedia posts and updates for the Internal Communications Manager
- To undertake relevant analysis and communication campaign reporting to assess impact of activity for internal stakeholders and against the University's KPIs
- To manage the on-campus communications, notably digital signage, ensuring they are kept up to date and are on brand
- To support in the delivery of University staff events including Staff Conference
- To produce and run student facing campaigns in partnership with student support teams and the Students' Union
- To lead on improvements of the student app ensuring it remains the lead communication tool

- To support improvements of the staff app, ensuring it remains the lead communication tool
- To support Welcome Week communications
- To help maintain the annual internal communications plan for staff and students published each year
- To create work on Brand and with vision.
- Ensure work adheres to relevant legislation and regulations, i.e. Accessibility, Data Protection, CAP code, CMA
- Supporting the budget process to ensure monthly cost centre reports and quarterly forecast and budget planning are completed
- To support University events – help with set-up and take down and attend University recruitment and corporate events where necessary, notably University Open Days, UCAS HE Fairs, Welcome Week and Graduation
- To undertake any other reasonable duties as determined by the Internal Communications Manager
- To undertake appropriate professional development and mandatory training activities as identified or required (See Professional Development section).
- 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 postholder will be required to travel and represent the University in the UK and Overseas as required.

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

Professional Development

The University will support and encourage the postholder to engage in continuous professional development activities through the YOURCareer@Staffs framework. This framework supports postholders to identify appropriate development opportunities. Continuing Professional Development (CPD) activity will be recognised by a bi-annual Performance and Development Review (PDR) discussion.

Variation to Job Description

The University 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

The postholder will be employed by Staffordshire University Services Limited.

Staffordshire University Services Limited is a wholly owned subsidiary company of Staffordshire University which recruits and provides both academic and professional support staff to the University. You will be subject to Staffordshire University's policies and procedures and will be eligible to participate in the Staffordshire University Pension Scheme.

Application Procedure

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

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

The University will use anonymous application forms for this role; however, we recognise that applicants may want to include additional information. If you choose to upload any supporting documents that contain identifiable data, your application will no longer be considered anonymous.