

## Communications Officer – Campus Division

### JOB DESCRIPTION

**Faculty/School or Division:** Campus Division – Business Services

**Faculty/School or Division Address:** 1-9 Old Park Hill, Bristol

<b>Job Family:</b>	Professional & Administrative Services		
<b>Grade:</b>	H	<b>Salary range:</b>	£30,046 - £33,797 per annum
<b>Hours of work:</b>	35	<b>Contract type:</b>	Open ended
<b>Work pattern:</b>	Monday – Friday, 9 am – 5 pm	<b>Vacancy Reference Number: SUPP106775</b>	

#### 1.1 Main Job Purpose

The Communications Officer for Campus Division is responsible for leading and co-ordinating the Division’s internal and external communications strategies and protecting and enhancing our reputation.

The Campus Division Communications Officer is tasked with proactively engaging with Campus staff, the wider University and our external partners and customers to ensure effective two-way communications across all teams within the Division.

The Communications Officer will support the dissemination of key information to Campus Division staff via communications activities across all channels. This role involves supporting assigned projects and activity from brief to evaluation for targeted audiences, promoting the services, strengths and commercial aspects of Campus Division of the University and the support we offer to our staff. Working with the Head of Campus Business Services, the Officer is responsible for supporting the delivery of projects on time and on budget and ensuring that our content and use of channels is innovative and impactful.

With direction from the Head of Campus Business Services, the post-holder will work closely with other members of Campus Division in order to achieve these aims.

#### 1.2 Main Statement of Responsibilities

##### Planning & Organising

- With support from the Leadership and Extended Leadership teams, co-ordinate communications activity and projects when required, applying relevant skills to plan and deliver effectively against defined targets and outcomes.
- Contribute to project and campaign proposals, using creative and innovative thinking to enhance activity.

- Contribute to planning content and channels for key audiences and segments.
- Assist the Head of Campus Business Services in creating and maintaining a comprehensive content and channel calendar for communications activity.
- Support the Head of Campus Business Services to manage the development of relevant templates for communications activity.
- Under guidance from the Head of Campus Business Services, where relevant, monitor costs for specific projects and campaigns, identifying gaps or shortfalls early on and searching for alternative information and solutions.
- Working with the Head of Campus Business Services, ensure all activity is compliant with GDPR, CMA and ASA guidelines, minimising reputational and operational risk to the organisation.
- Where relevant and practical, be aware of University policies and sector-wide developments to inform content.
- Develop and maintain a working knowledge of the University's educational offering and research activity, to inform relevant communications activity.

#### Analysis, Reporting and Documentation

- Collect and document insight for key audience segments to inform our approach. Collate report results and compile findings.
- Compile summary reports and key data to show success of campaigns and channel use - particularly the staff intranet - and feed into future activity.
- Play a key role in implementing new communications campaigns and activity in line with the Division's key priorities. Identify gaps and suggest improvements.
- Under direction from the Head of Campus Business Services, ensure all content accurately reflects the Division and the University, and its brand across all channels, both online and offline.

#### Customer Services & Support

- Create digital and offline content for campaigns relevant to both our staff and external customers, ensuring accuracy and accessibility. Review content, design and functionality.
- Edit, write and check copy for digital and offline channels, based on new briefs or existing content provided by Campus team colleagues.
- Co-ordinate, produce and deliver regular content for the staff intranet news site.
- Ensure information is effective, accurate and appropriate for the target audience.
- Have a thorough understanding of, and be compliant with, the University brand and identity guidelines. Provide advice to staff throughout Campus Division to enable them to use the brand and tone of voice.
- Support the production of digital training materials for Campus Division teams.
- Source and manage images for communications materials for digital and offline channels.
- Ensure communications are sensitive to our strategic communications needs.
- Assist with the team's day-to-day channel activity by developing content, monitoring responses and making suggestions for improvement
- Be customer/client-focused, ensuring seamless working with Campus Division teams and other relevant professional services divisions to provide unified support for the Division
- Where relevant, work effectively and intelligently with procurement, suppliers and delivery partners in order to deliver the best service. This may include regular contact meetings, sharing contact reports and escalating to the Head of Campus Business Services where needed.

- Where relevant, ensure communications services and products (incl. third party) are cost effective and delivered to a high quality, representing value for money.
- Represent the Division at events where required.

#### Liaison

- Liaise closely with the University Communications and Marketing team to gain a good understanding of the work they do and how it might be presented to our key internal audiences, and to ensure we follow University protocols.
- Liaise with external suppliers to commission and produce digital and offline content and other materials.
- As requested by the Head of Campus Business Services, attend meetings to support team activities, report back on discussion points and take responsibility for own actions.

#### Decision-making

- Support the Head of Campus Business Services in decision-making as required and confidently respond to ad hoc requests in times of pressure.
- Respond to queries related to communications from Campus Division colleagues, using judgment and initiative to deal with unforeseen problems and circumstances, with guidance if required.

#### Problem Solving

- With guidance from the Head of Campus Business Services, respond to crisis communications issues as and when necessary.
- Help generate templates and re-usable resources which can be used in fast-paced crisis situations to improve the efficiency of the dissemination of key information to our internal audiences.

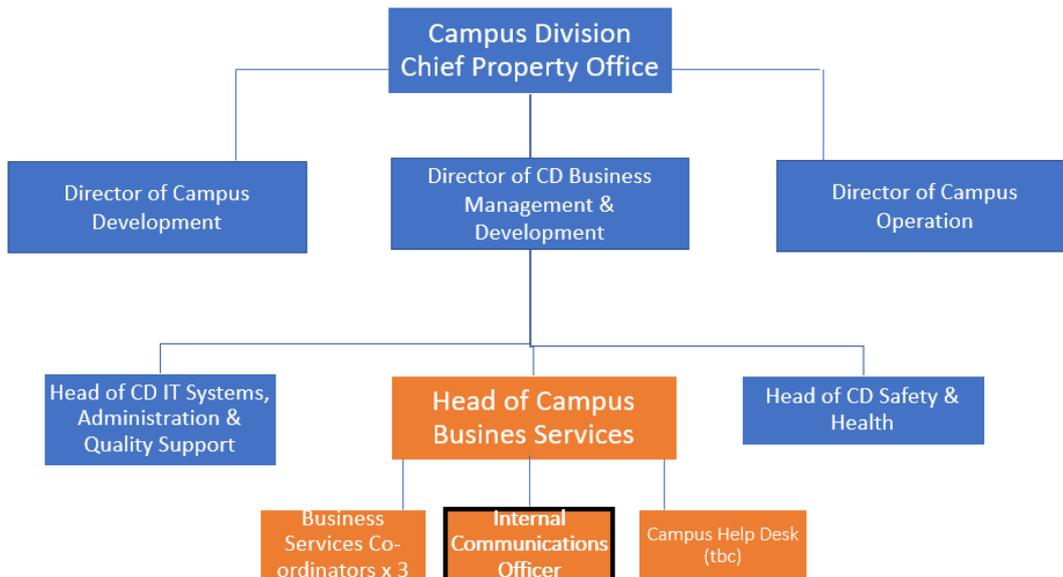
#### Continuous Improvement

- Identify and make recommendations for improvement to team planning. Contribute to reviews and implement recommendations where appropriate.
- Be willing to engage with and actively seek opportunities for continuous improvement.
- Keep abreast of competitor activity from other universities, including channel use and social media content, key publications where appropriate and campaign activity, feeding back observations and findings to the team.
- Maintain awareness of industry developments and best practice, attending internal and external training to increase skills as necessary.

### **1.3 Relationships**

**Line manager:** Head of Campus Business Services

### **1.4 Organisation Charts**



## 1.5 Job Hazards/Safety Critical Duties (Pre-employment health screening)

Not Applicable

## PERSON SPECIFICATION

### 2.1 Relevant Experience, Skills and Knowledge

#### *Essential*

- Experience of planning and delivering key communication and projects from brief to completion, and experience of brand and reputation management
- Excellent online and offline copywriting and editorial skills, including tailoring style to the needs of particular audiences and editing and proof-reading copy, and excellent spelling and grammar
- Web authoring and CMS skills
- Excellent attention to detail and a high level of accuracy at all times
- Experience of digital and social media marketing including planning, delivering and evaluating content on paid, owned, earned or shared channels
- Excellent IT Skills, including proficiency in Microsoft Office suite, particularly SharePoint, Word, Excel and Outlook.
- Knowledge of the design and creative process.
- Understanding of production process and specifications for digital and offline channels, which may include social, email, digital advertising, video, web and print
- Excellent organisation, time management and prioritisation skills, and ability to manage several complex projects at the same time and work to tight deadlines under pressure
- Creating training materials on a digital platform

***Desirable***

- Experience of working in higher education or other education sector
- Knowledge of GDPR, CMA, ASA, copyright and licensing regulations
- Knowledge of Adobe Creative Suite
- Experience of briefing and managing photographers, production teams and designers

**2.2 Relevant qualifications**

***Essential***

- Educated to degree level or equivalent experience

***Desirable***

- Communications or marketing qualification

**2.3 Communication and Interpersonal Skills**

***Essential***

- Ability to engage with, listen to and communicate effectively with organisations and groups at all levels, using tact, diplomacy and negotiation skills
- Excellent communication skills, both written and oral, including the ability to translate complex or technical academic terms into language accessible to prospective students
- Strong customer focus
- Ability to respond positively to stressful situations and challenging circumstances, developing own solutions at short notice
- Commitment to working hard as a member of a busy team

***Desirable***

- Good oral presentation skills