

JOB DESCRIPTION

Vacancy reference:	SRF 41712/F/SS/20220516
Post Title:	Communications Officer
Grade:	Grade 5
School/Department:	Student Communications, Student Success and Engagement
Reports to:	Head of Communications
Responsible for:	Student ambassadors

The University is, first and foremost, a diverse, inclusive, and supportive community of people – students, staff and alumni. We are looking to appoint a Communications Officer within the Student Communications team. The successful candidate will be a creative and engaging communications professional confident with managing a complex communications schedule and delivering innovative digital initiatives in support of sustainable change.

The role will support the mission of Student Success and Engagement and Student Services - We want someone who will not only help us meet our equality, diversity and inclusion ambitions, but also that supports and values the pursuit of excellence in this area.

Purpose

The Communications Officer plays a vital role in supporting the Student Communications team in our objective to keep students informed and updated with digital marketing and communications covering the essentials of student life from day 1 to graduation and beyond. This is an exciting opportunity for anyone with a passion for digital communications and using accessible technology to inform and educate.

The Communications Officer supports the maintenance and development of UoR Student Life digital communications channels on social, web and mobile and coordinates a team of student ambassadors to represent the student voice across our channels and communications.

The post holder will be a confident digital planner with experience in writing engaging content and managing digital channels.

The role in more detail - we are looking for a communications professional to:

- Support day-to-day management of student social media channels including sourcing and publishing engaging content, using social media tools to identify and manage enquiries and issues, and generating reports
- Design and write engaging content for student groups across the University including newsletters for target audiences and underrepresented groups
- Plan and measure the impact of digital communications using mailer systems
- Create daily content on the Me@Reading student portal, the Essentials website, Student app and Student Services blogs and social media channels
- Develop consistent but creative brand and marketing across UoR digital platforms

- Manage, support and inspire our team of communications ambassadors to produce good quality, engaging personal content
- Support the team to manage the student communications mailbox and daily requests
- Work with the team to create engaging digital campaigns promoting important student topics
- Devise feedback mechanisms and smart ways to analyse and improve our service - support focus groups and the creation of surveys to implement improvements to the delivery and design of digital content.
- Establish a network of key contacts across the University, and work closely with colleagues to develop ways of engaging with our target audience to understand and anticipate their needs and preferred ways of communication.

Supervision received

The post-holder will report to the Head of Communications. The post-holder and the manager will agree objectives and targets as appropriate. They will be expected to manage their own time and set priorities to meet the requirements and objectives for the post.

Supervision given

None.

Contact

Internal contacts including: Other areas of Student Services including Support Centers, as well as, Marketing and Communications, and Schools and Departments.

Terms and conditions

This is a full time (1.00 FTE), permanent position.

Some evening work may be necessary during the autumn term and busy times of the academic year.

This document outlines the duties required for the time being of the post to indicate the level of responsibility. It is not a comprehensive or exhaustive list and the line manager may vary duties from time to time which do not change the general character of the job or the level of responsibility entailed.

Profile refreshed June 2022

PERSON SPECIFICATION

Job Title	School/Department
Communications Officer	Student Communications SSE

Criteria	Essential	Desirable
Skills Required	<ul style="list-style-type: none"> • Excellent written and oral communication skills • Good organisation/time management, planning and prioritisation skills with the ability to work effectively under pressure within tight deadlines and to manage multiple tasks or activities • Excellent interpersonal skills, and the ability to work with a wide range of people • Excellent attention to detail • Excellent and proven working knowledge of Microsoft Office packages, especially MS Word 	<ul style="list-style-type: none"> • Experience of using Sitecore, WordPress, google analytics, Adobe and Canva • Understanding of the latest web usability and accessibility guidelines for WCAG.2
Attainment	<ul style="list-style-type: none"> • A degree or equivalent experience 	<ul style="list-style-type: none"> • Project management certification
Knowledge	<ul style="list-style-type: none"> • Knowledge of mailer systems, design packages and basic html • Keep up to date with the latest methods and technology appropriate for communicating with students across a variety of media 	<ul style="list-style-type: none"> • Knowledge of the higher education sector
Relevant Experience	<ul style="list-style-type: none"> • Experience of working with young people as a target audience • Demonstrable experience of using a wide range of communication channels, including digital • Experience of working with a content management system and using social media for promotion • Experience of working autonomously and as part of a team 	<ul style="list-style-type: none"> • Experience of using Google Analytics • Teaching or training experience

Disposition	<ul style="list-style-type: none">• 'Can-do' attitude• Proactive and able to use initiative• Flexible• Creative• Commitment to collaborative working and the ability to work with colleagues across the institution	
--------------------	---	--

Completed by: Angela Davies	Date: May 2022
-----------------------------	----------------