University of Salford MANCHESTER

Job Description

Role Title:	Student Communications and Engagement Assistant
Department:	Communications
Directorate:	External Relations and Communications
Reference:	MPF4308
Grade:	Grade 4
Full or Part time:	Full-time
Hours:	36.25
Reports to:	Student Communications and Campaigns Coordinator

Overview

The University is seeking an outstanding candidate with the expertise, skills and personal attributes to effectively engage students in the life of the University and, as a result, improve their experience and outcomes.

The post-holder will work in the University's Communications Team, which also covers Corporate and Internal Communications, within the Directorate of External Relations and Communications. The Student Communications and Engagement Team works across the student body and University, championing the student experience and ensuring that our students are at the heart of everything we do.

As the Student Communications and Engagement Assistant you will have specific responsibility for creating engaging content to students through a range of channels, supporting the vision of the University.

You will have the ability to work creatively and collaboratively across the team and wider University, and will have experience of content creation across multiple channels and implementing communications campaigns that engage audiences.

You will operate with professionalism and will be a proactive team member who actively generates their own ideas and seeks out new opportunities for engaging our students, using creativity, problem-solving and your strong student-focus to help our students succeed.

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Role Purpose

The Student Communications and Engagement Assistant will support the work of the Student Communications and Engagement Team and in so doing will operate with a comprehensive understanding and knowledge of a wide range of tasks and tactics. Thie tole will include content creation, engagement through student-facing channels, proactive communications including story generation, and developing networks within the University to support communications campaign planning and delivery.

Principal Duties and Responsibilities

- Provide communications support so that the success and reputation of the University is protected and enhanced.
- Take a student-first approach to enquiry handling and customer service, putting the needs of the student at the heart of all our activity and ensure a tailored approach based on the individual's requirements.
- Support the researching, creation and distribution of proactive communications across University stakeholders and channels.
- Take principle responsibility for communications presented to the student body and occasionally staff, graduates and alumni.
- Take principle responsibility for student-facing communications activity including content creation, such as written pieces and video.
- Assist with the implementation of systems and processes for student-facing channels, such as the Student Hub, University website and social media.
- Support colleagues in implementing proactive multi-channel communications campaigns across the University.
- Work as part of a team in the delivery of all core activities, including administration support, share information within that team, and ensure all colleagues are made aware of new information coming into the team.
- Contribute to the production of any work undertaken by the Communications team, within which Student Communications and Engagement sits.
- Contribute to projects undertaken by the Student Experience and Support division, with whom the Student Communications and Engagement team work closely.
- Comply with the ICT Acceptable Use Policy and adhere to the University Social Media guidance.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.

- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page.

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Person Specification

The successful candidate should demonstrate the following, which are ‘Essential’ (E) or ‘Desirable’ (D)

Qualifications

1. Educated to degree level or equivalent in marketing, communications, PR, journalism, media production or a related discipline. (E)
2. Evidence of continual professional development. (E)

Background and Experience

3. Experience of working in communications, marketing or journalism, working in a communications or digital agency role. (E)
4. Excellent interpersonal and communication skills both written and verbal with experience of liaising at all levels including senior internal and external contacts. (E)
5. Experience in using Microsoft Office packages, e.g., Word, Outlook, Excel. (D)
6. Experience of using marketing tools to analyse campaign and content performance, e.g., Google Analytics. (D)

Knowledge

Demonstrable knowledge of:

7. Engagement of audiences, communicating to audiences, and the news gathering and presentation process. (E)
8. Content creation including copywriting and social media for engagement. (E)
9. Multimedia production including photography, video, graphic design and audio production and editing. (E)
10. The higher education sector and an understanding of the student lifecycle. (D)

Skills and Competencies

11. Excellent copywriting and proof-reading skills. (E)
12. Excellent organisational and time management skills. (E)
13. Good relationship-building, persuasion and networking skills. (E)
14. A strong customer focus with a track record in delivering outstanding customer experience in targeted communications. (E)
15. Ability to proactively generate own ideas and seek out own opportunities. (E)
16. Problem-solving skills and a willingness to challenge conventional methods. (E)
17. Ability to think ahead in order to establish an efficient and appropriate course of action for self and others. (E)