

Job Description

Role Title:	Student Communications Assistant
Dept:	Marketing, Recruitment & External Relations
Reference:	MPF2412
Grade:	2
Full or Part time:	Part time
Hours:	15
Reports to:	Communications Manager

Overview

Directorate overview

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. The Directorate is the brand guardian with a remit that covers student recruitment and admissions (both home and international), corporate and academic school specific marketing, corporate events and alumni & development. The Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and greater engagement with our friends to support that ambition both in kind and through philanthropic support.

Communications team overview

The Communications team is dedicated to the delivery of key corporate content and messages that advance business goals via appropriate channels to clearly defined audiences. The team are required to liaise with colleagues, students, press and other internal and external stakeholders on a wide variety of communication matters in order to support the delivery of organisational strategic priorities.

You will be joining a team of six Communications Managers who are line managed by the Senior Communications Manager. Four of our Communications Managers are responsible for the press and communications for one of four schools; the School of Arts, Media & Creative Technology, Salford Business School, the School of Health and Society and the School of Science, Engineering and Environment. The other two Communications Managers are responsible for the press and communications for the University's Research and Knowledge Exchange team and for the University's Campus Connectivity Plan.

You will support one of the four Communications Managers for the Salford School of Arts, Media and Creative Technology (SAMCT), the Salford School of Health and Society (SHS), the Salford School of Science, Engineering and the Environment (SEE) or the University's Research and Knowledge Exchange Team (RKE). You will work with one these Communications Managers and work closely with all colleagues in the team to ensure that all internal and external communications are aligned. The Communications team are part of the wider Marketing, Recruitment and External Relations Directorate and as such support and work closely with marketing colleagues to support the communications requirements that feed into the delivery of annual marketing plans around student recruitment cycles.

Role Purpose

We're looking for a current University of Salford student to fill the Student Communications Assistant role, supporting the Communications Managers within the team to produce a range of engaging written, multimedia, and visual content for publication on the University's external press and internal communications channels. We need students who are passionate about the University of Salford and can enthusiastically use their experiences of attending the University to influence and enhance the internal and external news agendas.

The post is for 9 months for 15 hours per week. The hours will be split between set times and days although some flexibility around availability will be required.

Your work could include writing content for our intranet channel, producing social media content, handling enquires from media, conducting interviews, recording podcasts and creating engaging video content. You'll be sourcing stories from staff, students and alumni around the University to find out what life is like and promote what makes Salford a great place to work and study, as well as sharing your own experiences as a student. You'll need to understand the interests and needs of a variety of different audiences and be comfortable tailoring content to appeal to relevant audiences.

You'll be familiar with all the main social platforms including X, Facebook, Instagram, TikTok and YouTube and have a good grasp of what makes for engaging, stand-out content.

We're looking for people who have a way with words, great attention to detail, and an ability to work with people at all levels. Experience in photo, video editing and podcasting would also be beneficial but is not essential. This is a great opportunity for enthusiastic and proactive students to build up a portfolio of work across a range of media which will be shared with a variety of audiences.

Principal Duties & Responsibilities

The key responsibilities of this role are to:

- Support the Communications Manager in delivering a communications strategy and communicating key messages across the organisation by drafting engaging copy for publication on the staff intranet channel and News section of the University website

- Help to develop and promote communications channels (including the staff intranet, staff podcast, staff emails, Yammer, social media platforms etc.) and ensure that they are successfully engaging with target audiences
- With support from the Communications Manager, deal with press enquiries and liaise with academics to source quotes for media.
- Help to establish collaborative networks between the schools and professional services to share information, good news stories and ideas across the campus
- Contribute to the Communications planning calendar by sourcing and identifying opportunities to reach audiences through student and alumni success stories, school activities and events and other stories that may resonate with colleagues internally or align to an external news agenda
- Assist in the co-ordination of internal communications events, working with teams such as Events and HR
- Create and edit engaging multimedia content like video, podcasts and shortform videos for Instagram and TikTok
- Liaise with colleagues in student communications where appropriate to ensure that the correct internal communications messages are positioned effectively for the appropriate audience
- Establish and nurture highly effective relationships with employees across the University to ensure support and buy in for internal communications activities
- Contribute to the vision and values of the University through adopting a positive and collaborative approach to work at all times
- Ensure quality, consistency and efficiency across all communications platforms and activity

- In addition to the duties and responsibilities listed, the post holder is required to perform other duties assigned from time to time

Administrative

- Proactively develop the necessary skills and expertise to support the use of the latest communication technologies; anticipate and respond to changing demands
- Comply with the personal health and safety responsibilities specified in the University health and safety policy
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy
- Commit to participating in the wider life of the University. This involves volunteering at University-wide events such as graduation, open days etc.

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

Person Specification

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

Qualifications

1. Currently working towards a degree at the University of Salford or due to attend the University in the 25/26 academic year (E)

Background and Experience

2. Experience of working in a communications team, or similar discipline i.e. PR, press office or internal communications / engagement team (D)
3. Experience of delivering communications in a large organisation with multiple stakeholders (D)

Knowledge

4. A range of effective internal and external communications channels, including social media, and how they can contribute to organisational success (E)
5. The University's marketing and student recruitment objectives, and events around the University and within specific Schools, courses or departments (D)

Skills and Competencies

6. Excellent written skills and ability to prepare effective content for a range of different audiences (E)
7. Excellent verbal communication and presentation skills (E)
8. uperb attention to detail and production of high quality work (E)
9. Excellent organisational skills and the ability to prioritise projects effectively and meet agreed timescales (E)
10. Good people skills and the ability to build effective relationships (E)
11. Excellent IT skills within the Microsoft Office suite of products (E)
12. Multimedia content creation skills, either in video, podcasting, social media creation or photography (E)