

## JOB DESCRIPTION

**Job Title:** Senior Communications and Marketing Officer.

**Grade:** SG6.

**Department:** Faculty of Education, Health and Human Sciences (FEHHS).

**Responsible to:** Faculty Marketing and Recruitment Manager.

**Responsible for:** Student ambassadors and other fixed term resource, where applicable.

**Key Contacts:** FOO, Deputy Dean, Head of Business Operations, Heads/Deputy Heads of Schools, Academic, administrative, and technical staff, Marketing and External Relations (MER), directorate colleagues, students, visitors and external contacts and partners.

**Standard Occupational Classification (SoC code):**

**Non-Contractual Nature of Role Profile:** This is a fixed term contract until 31 July 2025. The role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

### PURPOSE OF ROLE:

The main focus of the role is to undertake a wide range of communication and engagement activities to support the faculty, including the Institute for Lifecourse Development (ILD), in developing an outward facing profile so that its work is more visible to stakeholders and funders, and to improve student recruitment.

### KEY ACCOUNTABILITIES

#### Team Specific:

- To develop and implement an internal communications plan, which supports and complements the university's communications plan.
- To establish and maintain professional working relationships with contacts within the university at all levels and with external organisations, statutory bodies, and individuals.
- To coordinate news items and stories related to the faculty, staff, and students, liaising with the Marketing and External Relations (MER) directorate, to promote both internally and externally.
- To create engaging copy for advertorials, prospectuses, web articles, etc, including the sourcing of student, alumni, and staff case studies.
- To be responsible for maintaining the faculty and ILD website (for all non-student recruitment activities), co-ordinating local web editors as required, to ensure the faculty is positively positioned and promoted.
- To manage the FEHHS academic staff profile web pages.
- To manage the faculty's messages within the university's messaging matrix, working closely with the university's Content Team to ensure that unique selling points (USPs) are developed.

- To interrogate national league tables for the purposes of extracting positive scores at a university and subject level to use for marketing messaging.
- Along with other senior officer roles in the team, deputise for the Faculty Marketing and Recruitment Manager, as necessary.

#### **Generic:**

- To provide support to ongoing and project-based student recruitment activities as part of the Marketing, Events and Communications team, particularly during peak periods including Clearing, open days, and other events.
- To act as a brand guardian adhering to the corporate brand and style guidelines across all content and media channels.

#### **Managing Self:**

- Excellent written and oral communication skills.
- Excellent influencing skills and the ability to communicate with credibility, tact, and diplomacy both internally and externally.
- Self-motivated with the ability to work under pressure.
- Team-focused, providing support to colleagues and activities as required.
- Develop and maintain positive relationships with a range of stakeholders.
- Responsible for maintaining own continuous development.
- Respond to queries in a timely manner.
- Maintain confidentiality at all times.

#### **Core Requirements:**

- Commitment to the key strategic priorities of the faculty and the university.
- Adhere to and promote the university's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health and Safety, and Data Protection Legislation.
- Support and promote the university's sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

#### **Additional Requirements:**

- Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.
- This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change.
- The role-holder will be expected to work flexibly across different campuses and in the evening and at weekends, to ensure that the FEHHS Marketing and Recruitment Team delivers the required level of service.

#### **KEY PERFORMANCE INDICATORS:**

- Raise stakeholder, staff and student engagement levels eg. attendance at open days, course-specific enrolments.
- Build brand awareness across the university and externally.
- Timely production and delivery of work, meeting deadlines.
- Building effective relationships with key stakeholders.
- Enquiries responded to in a timely manner.

### **KEY RELATIONSHIPS (Internal and External):**

- Faculty Marketing and Recruitment Manager and FEHHS Marketing Team.
- Head of Business Operations.
- Faculty Operating Officer.
- Deputy Dean.
- Marketing and External Relations Directorate (MER).
- FEHHS Professional Services Team.
- Facilities Management and Timetabling teams.
- Heads and Deputy Heads of Schools.
- Academic and professional services colleagues in the faculty and university.
- Colleagues within faculties with marketing and events responsibilities.
- Prospective students.
- External visitors for faculty events.
- External suppliers.

## **PERSON SPECIFICATION**

### **EXPERIENCE:**

#### **Essential Criteria**

- Proven recent success in a communications role.
- Understanding of internal and external communications.
- Developing and delivering internal communications plans.
- Project management.
- Digital and social media.
- Working without supervision and comfortable making decisions.
- Planning and prioritising work to meet demanding deadlines.
- Analysing campaigns, events and other data to identify successes, improvements and internal planning.
- Proven ability to identify a story that has helped to convey why information being shared is important to the audience.

#### **Desirable Criteria**

- Knowledge of HE institutions and the current challenges in the sector.

### **SKILLS:**

#### **Essential Criteria**

- Excellent communication and interpersonal skills.
- Ability to produce high quality written material, copywriting, editing and proof-reading skills.
- High IT literacy including MS Office and website management skills.
- Building and maintaining relationships with key stakeholders in a professional manner.
- Excellent team working skills.
- Strong project management skills to plan and organise resources appropriately.
- Ability to work proactively and effectively without close supervision.
- Ability to work accurately and effectively under pressure.
- Good problem solving and decision-making skills.
- Digital content creation including photography and editing.

- Using cultural competence to inform cross-cultural working, communication and problem solving.
- Working collaboratively across different functional areas.
- Working with senior staff.
- Working in a busy and professional office.

**Desirable Criteria**

- N/A.

**QUALIFICATIONS:****Essential Criteria**

- Degree or professional qualification in a relevant field or equivalent experience.

**Desirable Criteria**

- N/A.

**PERSONAL ATTRIBUTES:****Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

**Desirable Criteria**

- N/A.