

## JOB DESCRIPTION

<b>Job Title:</b>	Communications Officer	<b>Grade:</b>	SG6
<b>Department:</b>	Natural Resources Institute	<b>Date of Job Evaluation:</b>	
<b>Role reports to:</b>	NRI Communications Specialist		
<b>Direct Reports</b>	None		
<b>Indirect Reports:</b>	None		
<b>Other Key contacts:</b>	Director of NRI NRI Programme Director NRI Marketing Manager NRI Student Administrator Senior Management Team NRI project teams, national and international (as necessary)		
<p>This 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.</p>			

### **PURPOSE OF ROLE:**

- The NRI Communications Officer will play a key role in communicating with our audiences and raising the profile of our work, especially by promoting NRI's research excellence, among both external and internal audiences at NRI, the University, and throughout our national and international project teams
- This role will contribute to achieving better exposure and understanding of NRI's research and development work, and how this relates to our teaching, training and capacity building
- Building on your interest in international development, science, agriculture, and related fields, you will find novel and creative ways of sharing NRI's story among new and growing audiences
- Importantly, this role will strengthen NRI's community and encourage internal audiences to engage more effectively with communication products and channels
- The role will include working with traditional media, as well as digital and social media, and with design, infographics, video and photography. Under the direction of the NRI Communications Specialist, the overall approval of the Director of NRI/Director of Programme Development, and in consultation with other staff and project teams, the Communications Officer will use their knowledge of cutting-edge media and communications tools and platforms to share our messages and mission. You will support NRI staff and project teams to better communicate our impact to a range of audiences

### **KEY ACCOUNTABILITIES:**

#### **Team Specific:**

NRI Communications: promoting NRI's research excellence

### Writing and Editing

- Produce daily short news items about NRI's activities, in consultation with NRI's Marketing Manager and Communications Specialist; publish on the NRI website and provide links for social media
- Develop ideas for news stories on our research and student activities
- Collect and write longer/feature stories
- Compile monthly e-newsletter and share with NRI community
- Edit/proofread NRI communications materials, including the Annual Review, feature stories, technical reports and case studies
- Develop, compile and edit a new internal newsletter and share via the internal staff portal

### Photography and video

- Take photos to illustrate NRI's work
- Prepare social media posts to share images
- Develop ideas to promote NRI's work through video
- Curate image repository

### Infographics and design

- Create dynamic infographics related to NRI's work, for use in a variety of media
- Ensure communications materials are in brand, with appropriate design and formatting

### Media

- Develop media plans with Communications Specialist
- Write/edit press releases

### Social media

- Prepare social media posts in relation to news stories
- In consultation with the Marketing Manager and Communications Specialist, introduce new social media accounts and apps
- Set up, manage and create content for social media accounts for new NRI projects
- Set up NRI/project blog(s) and add monthly posts

### Alumni and student communications

- Under the direction of NRI's Marketing Manager and Student Administrator:
  - Contribute to student-facing marketing, e.g. lectures, open days, flyers, etc.
  - Take profile photos of all students
  - Build collaborative working relationships with our past and current students
  - Conduct interviews (video and audio) and write up stories for our website

### NRI community

- Organise and publicise NRI's seminar programme and community events
  - Organise logistics
  - Film and photograph events; edit the videos and photos
  - Write blogposts about the main points
  - Prepare posts to share via social media
- Attend VIP visits, take photos and provide copy for social media

#### Publications

- Audit and catalogue NRI publications
- Publicise publications via websites and social media

#### Publicity materials

- Catalogue existing material
- Produce new materials including leaflets, brochures and booklets
- Work with national/international external consultants and companies to produce branded publicity items

#### Communications support

- Assist NRI staff with the design and formatting of a range of products including project reports, presentations, posters, etc.
- Support communications staff with monitoring and evaluation of communications activities and outputs, including use of analytics, surveys and other indicators

#### Generic:

- N/A

#### Managing Self:

- Continuously strengthen effective interpersonal skills
- Ability to work on own initiative without constant supervision
- Ability to work accurately with high attention to detail
- Continuously improve own knowledge of people, administrative systems and University working policy
- Maintain a professional presentation at all times through effective communications skills, good time management and positive attitude
- Behave in a manner which reflects the University values and creates a positive environment for work and study
- Ability to work effectively and deliver under pressure
- Actively engage in personal continued professional development/staff development and training
- Be prepared to assist and support the team effort as necessary under a variety of circumstances

#### Core Requirements:

- Adhere to and promote the University's policies on Equality and Diversity and Information Security;
- Ensure compliance with Health & 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

#### Additional Requirements:

- Any other duties appropriate to the post and grade
- Flexible approach to work, with a willingness to travel across the UK and overseas, this

includes evenings and weekends

**KEY PERFORMANCE INDICATORS:**

- Performance Indicators will be established in consultation with the Line Manager as part of the post-holder's annual Appraisal and Professional Development Review
- Effectiveness of support to NRI communications efforts
- Production and delivery of work and set tasks to agreed timescales, quality and to plan
- Contribution to NRI's team climate, equilibrium and effectiveness
- Compliance with corporate standards

**KEY RELATIONSHIPS (Internal & External):**

- NRI Communications Specialist
- Director of NRI
- Project Directors
- Project partners
- NRI Senior Management Team
- NRI Marketing Manager
- NRI Student Administrator
- External Contractors
- Heads of Department, Departmental Staff, other members of NRI academic staff and NRI students
- Administrative colleagues in NRI
- Press and media relations officers in-country

**PERSON SPECIFICATION**

**Essential**

**Experience**

- Experience of writing and editing for a range of audiences.
- Demonstrable writing and communications experience, especially in international development, science, agriculture or related fields.
- Experience of communication work in a busy office environment.
- Experience of planning, managing and reporting on communication activities.
- Experience producing media using design, video and photography.
- Experience of effective use of social media by organisations.

**Desirable**

**Experience**

- Demonstrable interest in and understanding of the type of work undertaken by NRI
- Experience of working in academia
- Experience of working with consultants in design, video and photography
- Knowledge of media in the UK and internationally, including new communication opportunities

<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent attention to detail, creativity and writing skills.</li> <li>• Excellent communication and interpersonal skills.</li> <li>• Ability to work to tight deadlines and time management</li> <li>• Hands-on approach and ‘can-do’ attitude</li> <li>• Ability to manage conflicting priorities</li> <li>• Ability to work independently, as part of a multi-disciplinary team and with colleagues from different countries and cultures.</li> <li>• IT proficient (Word, Excel, Internet, Outlook, PowerPoint, design software, web).</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• Substantial knowledge in relevant areas (Communication, Media, Journalism, etc.), or equivalent qualification/skills and experience gained in a similar environment to NRI, e.g. NGO, charity, research institute, etc.</li> </ul> <p><b>Personal attributes</b></p> <ul style="list-style-type: none"> <li>• We are looking for people who can help us deliver the <a href="#">values</a> of the University of Greenwich: Excellence, Determination, Inclusivity, Ambition and Creativity</li> <li>• Overseas travel may be required</li> <li>• The post-holder will be required to fulfil additional duties as and when required by their line manager.</li> </ul>	<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Video editing and production, photography</li> </ul> <p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Personal attributes</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>
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