# Generic job description and selection criteria

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| Job title | Communications Assistant |
| Department |  |
| Grade and salary | Grade 5 |

## Job description

## Key responsibilities

* Draft and proofread content for the department’s internal and external communications channels, including print, digital and social media platforms.
* Contribute to the implementation of the department’s communications strategy, including planning and scheduling content distribution, and uploading content to the department’s intranet, website and/or social media feeds.
* Work with colleagues in the department to identify opportunities for media stories and/or communications content.
* Assist with the production of promotional materials for communications activities, including coordinating with designers, suppliers, etc as necessary.
* Responsible for maintaining mailing lists and/or contact databases, and coordinating the distribution of communications to the appropriate internal and external audiences.
* Assist in the evaluation of communications activities through a range of tools such as online surveys, feedback forms, and digital analytics.
* Assist with the organisation of events, for example researching venues, arranging catering, etc.
* Work with communications team to ensure that all departmental communications follow the University’s guidelines on branding.
* Act as a point of contact for the team by handling phone, email and written enquiries, knowing when to escalate enquiries to another member of the team.
* Participate in the University’s Communication Officers network and/or other relevant networks/groups, and liaise with colleagues within the department and in other parts of the University as necessary.

## Selection criteria

### Essential

* Educated to A-level or equivalent professional experience.
* Demonstrable experience of communications activities, both print and digital.
* Excellent writing skills and attention to detail.
* Excellent interpersonal skills, with an ability to communicate clearly with stakeholders.
* Organisation and administrative skills.
* Competent using a range of computer-based and online applications.
* Able to organise own workload and work to deadlines.

### Desirable

* Experience working in a large organisation and/or in higher education