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| Role | Communications Assistant | | |
| Standardised job description code | GENCOM-02 | Grade | 5 |
| Role Purpose | | | |
| Provision of comprehensive, proactive communications support planning and organising work, to enable the delivery of a range of communications activities within the communications plan for a division, department, research unit or strategic priority area for the University. | | | |
| Grade Descriptors | | | |
| [high level core purpose commensurate with grade descriptor] =not to be edited | | | |

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| * Oversight of processes, providing guidance and support to ensure efficient and accurate execution of tasks and adherence to policies and regulations. |
| * Takes responsibility for planning own tasks and efficiently organises short-term projects or coordinates activities related to planning and reporting. |
| * Proposes improvements to procedures, interpreting the needs of staff/students/other stakeholders, and often contributing to decisions impacting operations. |
| * Engages in daily communication and networking to cultivate professional relationships and facilitate the exchange of information. |
| * Communicates effectively, considering the audience and ensuring clarity and precision in conveying information and insights. |
| * Applies a practical understanding of procedures to identify and resolve technical or procedural challenges encountered. |
| * Possesses a comprehensive understanding of relevant systems and procedures, continuously pursues specialist development, and applies this expertise to support function effectively. |

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| **CORE RESPONSIBILITIES [high level work which applies to multiple employees]** |
| Guidance on what can be changed can be found in the Toolkit for Managers & HR  Changes to core responsibilities must be checked and verified at local HR level to ensure edits are appropriate and remain within grade descriptor boundaries described above |
| * 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. |
| * Be an active member of the University’s Communications Community of Practice and/or other relevant networks/groups, in order to share information, promote best practice and ensure a coordinated approach to cross-University communications. |
| * Foster positive and collaborative relationships with key external third parties (for instance, designers, printers, suppliers), to promote the positive reputation of the University. |
| Selection Criteria ESSENTIAL [defined by SJD] |
| * 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 * Demonstrated awareness of the role of AI and digital developments in communications today |

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

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| Date |  |
| Edits to core responsibilities checked & verified against grade descriptor by {Departmental HR contact}: |  |