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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.
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| * Takes responsibility for planning own tasks and efficiently organises short-term projects or coordinates activities related to planning and reporting.
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| * 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.
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| * Communicates effectively, considering the audience and ensuring clarity and precision in conveying information and insights.
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| * Applies a practical understanding of procedures to identify and resolve technical or procedural challenges encountered.
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| * 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 & HRChanges 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.
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| * 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.
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| * Work with colleagues in the department to identify opportunities for media stories and/or communications content.
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| * Assist with the production of promotional materials for communications activities, including coordinating with designers, suppliers, etc as necessary.
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| * Responsible for maintaining mailing lists and/or contact databases and coordinating the distribution of communications to the appropriate internal and external audiences.
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| * Assist in the evaluation of communications activities through a range of tools such as online surveys, feedback forms, and digital analytics.
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| * Assist with the organisation of events, for example researching venues, arranging catering, etc.
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| * Work with communications team to ensure that all departmental communications follow the University’s guidelines on branding.
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| * 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.
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| * 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.
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| * Foster positive and collaborative relationships with key external third parties (for instance, designers, printers, suppliers), to promote the positive reputation of the University.
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| Selection CriteriaESSENTIAL [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}: |  |