

COMMUNICATIONS ASSISTANT

Job Ref: REQ17464

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Department summary

The Department of Marketing and Advancement undertakes activities to raise the University's profile and competitively position Loughborough nationally and internationally with a broad range of audiences, including potential students, alumni and partner organisations. The Corporate Communications team within Marketing and Advancement is responsible for the University's media relations and its press/public relations activity, communication with staff, students and alumni, production of corporate promotional publications, and communication with influential individuals and organisations.

Job Description

Job Grade: AD4 - £19,485 to £23,164 per annum, Subject to annual pay award

Job Purpose

To work within the Department of Marketing and Advancement's Corporate Communications team to provide support for

- Communication with staff, students, alumni and on-campus partner organisations
- Community and public engagement activities
- Communication with key stakeholders and influential individuals/organisations
- Public relations and press liaison

Job Duties

1. To help deliver a broad range of communications activities using traditional and online channels, including campaigns aimed at staff, students, the local community and key stakeholders. Campaigns could span research, teaching, enterprise, sport, arts, student, alumni and corporate activities.
2. To produce internal and external communications materials, for example collating content for e-newsletters, writing promotional copy, developing case studies for reports and the media, writing press releases and news articles.
3. To help draw up tailored distribution lists for internal and external communications and to proactively update media, stakeholder and other contact databases.
4. To support the distribution of communications materials, via on and offline channels, across the University, to Loughborough Students' Union, the media, the local community and other key stakeholders.

5. To monitor the University's on and offline news and informational channels and, working in conjunction with colleagues in Marketing and Advancement, to update content as required or coordinate updates from Schools/Departments and Professional Services at the University or the Students' Union.
6. To ensure that Schools/Departments and Professional Services have the most up to date versions of digital and print material for use as part of their marketing and communications.
7. To work closely with the Students' Union to ensure communications and PR activities are integrated and connected across all available outlets and platforms including social media.
8. To contribute to the production of evaluation, analysis and performance monitoring reports for the Corporate Communications office.

General administration

1. To respond to enquiries received in person, by telephone or email and take appropriate action. This will include dealing with University students, staff and alumni, the media, members of the public and staff from external organisations.
2. To undertake general clerical duties such as organising and supporting meetings, collating papers and documentation, photocopying and filing.
3. To provide cover for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.
4. To ensure compliance with relevant University policies and procedures.
5. To undertake any training and development deemed appropriate for the position by the Head of Corporate Communications and the relevant line manager.

Points to note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to the Head of Corporate Communications.

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential criteria

Area	Criteria	Stage
Experience	Previous relevant experience of working in a busy office environment.	1, 3
	Experience of developing print/digital content and of writing and editing copy	1, 3
	Experience of working with the media	1, 3
	Experience of social and digital media in relation to communications/PR work	1, 3
	Experience of working individually and as part of a team.	1, 3
Skills and abilities	Able to use initiative, make decisions and be proactive	1, 3
	Able to work effectively under pressure and keep to deadlines.	1, 3
	Able to plan, prioritise and work independently with minimal supervision.	1, 3
	Excellent interpersonal, organisational, verbal and written communication skills.	1, 2, 3
	Able to communicate with a range of people at different levels in a professional manner.	1,3
	Able to work with accuracy and attention to detail.	1, 2, 3
	Able to maintain confidentiality and be diplomatic in sensitive situations	1, 3
	Able to use creativity in developing content	1, 3
	Excellent practical IT skills including Microsoft Office and Outlook diary management.	1, 2, 3
Training	A willingness to undertake further training.	1, 3
	Adopt new procedures as and when required.	1, 3
Qualifications	A level education or equivalent.	1
	GCSE Grade C or equivalent in English and Mathematics.	1
Other	Willing to support the wider Marketing and Advancement team with events, student recruitment, fundraising and alumni activities	1

Desirable criteria

Area	Criteria	Stage
Experience	Experience of working in a Higher Education setting.	1, 3
	Experience of working in large and complex organisations	1, 3
	Experience of using a web content management system	1, 3
	Experience of compiling and sending advanced communications, including HTML emails, through Outlook and Customer Relationship Management (CRM) systems	1, 3
	Experience of working with and using databases	1, 3
Skills and abilities	Able to respond to the needs of different target audiences	1, 3
	Understanding and knowledge of relevant legislation eg the Data Protection Act, Freedom of Information, the Competition and Markets Authority	1, 3
Qualifications	Marketing or communications qualification	1

Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Services, Grade 4 - £19,485 to £23,164 per annum, Subject to annual pay award. Starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's normal Terms and Conditions of Employment for Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>

Informal Enquiries

Informal enquiries should be made to Hannah Baldwin, Head of Corporate Communications, by email at h.e.baldwin@lboro.ac.uk or by telephone on 01509 222239.

Applications

The closing date for receipt of applications is **11 June 2017**.