

## Policy Communications Officer

REQ230216

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

### Job Description

**Job Grade:** Management & Specialist Grade 6

#### Job Purpose

To contribute to the work of the Policy Unit by working with research teams across the university to assist in the creation of briefing papers, blogs, features, and digital content to promote and enhance the University's reputation, at local, national, and international level.

#### Job Duties

##### Communications:

- Work closely with identified research colleagues to support the development of policy-oriented briefings and other presentational materials, including drafting and re-writing of content
- Work with the Corporate Communications team to support the creation and distribution of policy-related news and digital content (e.g., blogs, thought leadership pieces, videos)
- Identify and facilitate promotional opportunities (including expert speaker opportunities for academic staff and colleagues)
- Identify current and emerging political trends and issues on which the University can comment or gain profile
- Proactively seek opportunities to engage with and build relationships with policy partners and communication channels, opinion formers and influencers from which the University can benefit
- Contribute to, edit, and commission items as required to support a range of corporate publications
- Manage the social media account(s) for the Policy Unit
- Work with the colleagues in the Marketing and Advancement team to set up and manage Policy events and briefings as required, including acting as the University's representative as required.

##### Monitoring & Evaluation:

- Monitor and adapt communications and campaigns to ensure ROI and engagement levels
- Measure communications/campaign success and provide regular updates and reports to senior colleagues and appropriate section heads

##### Internal Liaison:

- Work with colleagues across the University to identify and maximise communications opportunities with policy-focused stakeholders
- Work with colleagues to support and promote the work of the Policy Unit.
- Contribute to broader initiatives and profile-raising campaigns undertaken by the Corporate Communications Team and the wider Marketing and Advancement sports team
- Develop and maintain relationships with external organisations and groups that support the broader work of the Policy Unit.

#### 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	Experience in a PR or communications role	1,3	
	Proven and demonstrable experience of delivering communications campaigns and results	1,3	
	Experience of developing original copy and content for communications and promotional collateral	1,3	
	Experience of policy-development at a national or local level	1,3	
Skills and abilities	Strong project management skills	1,3	
	Highly developed copywriting ability, proofing and editing skills	1,2,3	
	Proven communications planning skills	1,2,3	
	First-class presentation skills	1,3	
	Effective and confident communicator (written and verbal)	1,2,3	
	Current and relevant knowledge of social media use in stakeholder communications	1,3	
	Understanding of national and local Government processes	1,3	
	Current and relevant knowledge of digital communications	1,3	
	Web updating skills	1,3	
	The ability to build, nurture and maintain a strong network of stakeholder contacts, both at the University and within external organisations	1,3	
	Awareness of key legislation — e.g., FOI, GDPR and Copyright law	1,3	
	Excellent attention to detail	1,2,3	
	Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	1,3
	Qualifications	First degree or equivalent	1,3
Other	Evidence a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3	
	A keen interest in politics	1,3	
	Willingness to work flexibly and to work occasional out of hours where required	1,3	

## Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
Skills and abilities	Awareness/knowledge of Higher Education issues	1,3
Qualifications	Chartered Institute of Marketing Diploma <b>or</b> Chartered Institute of Public Relations Diploma or equivalent	1,3
	Membership of the CIM or CIPR	1,3

## Conditions of Service

The position is full time and fixed term. Salary will be on Management & Specialist Grade 6, (£33,348 - £43,155) per annum at 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 Grade 6 and above 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 can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

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/>