

**Job Description**

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| **Job title:**  | **Marketing & Communications Officer**  |
| **Department/School:**  | **Chemical Engineering**  |
| **Grade:**  | **6**  |
| **Location:**  | **Based at Bath campus**  |

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| **Job purpose**  |
| The Marketing & Communications Officer (MCO) will play a key role for communications and engagement work of a significant EPSRC-funded national collaborative research programme of seven universities led by the University of Bath which aims to connect academic, industry and civic partners with a shared vision of maximising the enormous potential of the growing hydrogen ecosystem in the South West of England and South Wales.The post holder will oversee outlining a communications and marketing strategy for the research programme and implement it to promote the activities of the programme and increase awareness both nationally and globally. The key priority of this role is to improve the visibility of the programme and its outreach via programme webpage, social media channels, marketing materials i.e banners, newsletters and events planned within the scope of the programme and any other available stakeholder channels.The MCO will proactively coordinate with team members including directors, management board members and a wide range of researchers at different universities, colleagues at industry partners and external marketing communication contacts at the funding body. The MCO will report to Deputy Director. |
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| **Source and nature of management provided** |
| Although the Deputy Directoris the line manager for this role, the academic Principal Investigator will take a supervisory role for direction, oversight and guidance in relation to the programme.  |
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| **Staff management responsibility**  |
| No staff management |
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| **Special conditions** |
| None  |

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| **Main duties and responsibilities** |
| **1**  | ***Leadership and Management**** Managing the pipeline and forecast of programme related marketing and communications activities.
* Scoping potential future communications from relevant stakeholders.
* Maintaining and updating programme communication channels including website and social media.
* Writing press releases in collaboration with the colleagues at the press team of the Universities.
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| **2**  | ***Financial Management*** |
|  | * Monitoring the spend of marketing communications costs of commissioned

activities * Obtaining quotes for forecast activities and advising on outsourcing of programme suppliers.
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| **3**  | ***Strategic Planning**** Planning communications campaigns with the Deputy Director to ensure they are aligned to the programme activities and outreach plan.
* Working with the programme management team to align activities in support of event delivery within the scope of the programme. This includes knowledge sharing events, policy roundtables, themed workshops etc.
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| **4**  | ***Marketing and Communications**** To implement programme marketing communications activities through a multichannel approach. This includes social media such as Twitter and LinkedIn.
* Writing for online new stories and updates to be published on the programme website; maintaining the programme webpage; coordinating content with all partners as necessary.
* Developing and producing printed marketing collateral such as banner stands and signage, posters and corporate literature.
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| **5**  | ***Reporting***• Monitoring and reviewing programme activities relating to marketing communications on a quarterly and annual basis |
|  | You will from time to time be required to undertake other duties of a similar nature as reasonably required by your line manager.You are required to follow all University policies and procedures at all times and take account of University guidance. |

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# Person Specification

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| **Criteria**  | **Essential**  | **Desirable**  | **Assessed by**  |
|   |   |   | A/F  | I/T  | R  |
| **Qualifications** First degree or equivalent  |   √  |     |   √  |     |     |
| Relevant postgraduate qualification   |   | √  | √  |   |   |
| **Experience/Knowledge** At least 2 years’ experience within HEI or similar environment, preferably within the area of sustainable energy systems, including hydrogen. |     |   √  |   √  |     |     |
|  Experience of working with academic staff  |   | √  | √  |   |   |
|  Experience in a marketing or communications based role  | √  |   | √  |   |   |
| Experience of using a web based content management system  | √  |   | √  |   |   |
| Experience of social media management  | √  |   |   |   |   |
| **Skills**  Strong IT skills using a range of software packages (word processing, spreadsheets, email) effectively and confidence to learn new bespoke IT systems  |   √  |     |   √  |   √  |     |
|  Well developed analytical capabilities, able to interpret complex sets of data and to draw correlations and conclusions accordingly  |  √  |    |  √  |  √  |    |
|  Proven ability to persuade based on sound, reasoned arguments  | √  |   | √  |   |   |
| Good writing skills, tailoring work for different purposes   | √  |   | √  | √  |   |
| **Attributes**  Highly motivated, committed and effective team member   |   √  |     |   √  |   √  |     |
| Ability to develop effective working relationships with staff at all levels both in the Universities and with external partners.   | √  |   | √  | √  |   |
| Ability to prioritise tasks, resolve conflicting priorities and progress work thoroughly and reliably to a consistently high standard without daily supervision   |  √   |    |  √   |  √   |    |

Code: A/F – Application form, I/T – Interview/Test, R – References

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| **Effective Behaviours Framework**  The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.  |
| **Managing self and personal skills:** Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.  |
| **Delivering excellent service:** Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.  |
| **Finding innovative solutions:** Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.  |
| **Embracing change:** Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.  |
| **Using resources:** Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.  |
| **Engaging with the big picture:** Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.  |
| **Developing self and others:** Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.  |
| **Working with people:** Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.  |
| **Achieving results:** Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.  |