**Job Description**

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| **Job title:** | **Communications and Events Officer** |
| **Department/School:** | **Student Support** |
| **Grade:** | **6** |
| **Location:** | **University of Bath premises** |

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| **Job purpose** |
| To lead on Student Support communications to both staff and students aiming to promote our core support services and our wellbeing interventions. This will be delivered through our core channels by planning and creating engaging and inclusive materials.To work with the Wellbeing Promotion and Induction Team Leader and wider team leaders to implement and coordinate a comprehensive programme of wellbeing interventions and events to support student health, wellbeing, transition to university and welcome activities.  |

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| **Source and nature of management provided**  |
| Wellbeing Promotion and Induction Team Leader |

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| **Staff management responsibility** |
| No direct reports. The post holder will be required to supervise and direct the work of hourly paid workers. |

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| **Special conditions**  |
| The post holder will be required to work flexibly at various times throughout the year, including some occasional evening and weekend work, and there will be restrictions on the ability to take annual leave at peak times (particularly in September and October). |

| **Main duties and responsibilities**  |
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| **Communications**  |
| **1** | Maintain oversight of the Student Support communications and brand to ensure consistency across publications and campaigns. |
| **2** | Take a lead on developing, reviewing and maintaining Student Support web content and our various online resources and platforms. |
| **3** | Review and update content on the Student Support webpages using the University typecase system, to ensure our web content is clear, accurate and engaging. |
| **4** | Lead on the design, development and distribution of student facing newsletters and the creation of an internal newsletter to keep Student Support staff up to date with the latest service developments. |
| **5** | Lead on the creation and delivery of a communications plan to support the awareness of the services provided. Work with the Student Communication Manger to ensure this plan feeds into the wider university communications. |
| **6** | Create and maintain a communication calendar and content plan for the service. |
| **7** | As per the content plan create and schedule content on our social media platforms, digital signage, blogs and printed materials ensuring content is engaging |
| **8** | Utilise various content creation tools including Canva to create engaging content for our platforms. |
| **9** | Develop campaigns including the creation of physical materials, digital signage, social media content and other materials as required. |
| **10** | Work with the wider Student Support teams, Wellbeing Ambassadors, the University’s Social Media team, the Social Media Operations Group to design and implement social media campaigns to promote the service and interventions.  |
| **11** | Using current software to review and track webpage analytics and social media engagement to help drive improvement  |
| **12** | Where required create and deliver briefs to work with external suppliers. This could include graphic design, video content or other sources of professional media |
| **13** | Draft and publish suitable copy for internal news items and announcements. |
| **Events** |
| **1** | Deliver high quality events including project planning, event coordination and communication. |
| **2** | Develop and deliver of our wellbeing activities program, Be Well Weeks and other wellbeing interventions taking the lead on promotion and the day-to-day delivery of events. Liaising with internal and external stakeholders, suppliers and directing student staff where required. |
| **3** | Support the Wellbeing Promotion and Induction Team leader and the International Experience Coordinator to plan and deliver a range of engaging events to support new students transition to university. |
| **4** | Manage the creation of events and communications on our student booking system. |
| **5** | Keep abreast of sector trends and best practice to develop and deliver initiatives and campaigns to support student wellbeing. |
| **6** | Attend and coordinate the Student Support presence at open and applicant visit days. |
| **7** | Work with and on occasion supervise our Student Wellbeing Ambassadors to help deliver student led events and content to promote student cocreation. |
| 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.  |

**Person Specification**

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| **Criteria: Qualifications and Training** | **Essential** | **Desirable** |
| First degree or equivalent  | X |  |

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| **Criteria: Knowledge and Experience** | **Essential** | **Desirable** |
| Experience of event management involving multiple stakeholders  | X |  |
| Experience of designing, promoting and delivering events | X |  |
| Experience of working in a communications and/or marketing-related role  | X |  |
| Experience of writing and publishing announcements, news items, newsletters or similar | X |  |
| Experience of maintaining and updating websites and digital content | X |  |
| Experience in using social media platforms, posting and creating content. | X |  |
| Experience of using creative packages such as Adobe, Canva or similar | X |  |
| Experience of working in HE or a student-facing environment |  | X |
| Experience in the planning and delivery of events or interventions to improve wellbeing |  | X |

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| **Criteria: Skills and Aptitudes** | **Essential** | **Desirable** |
| A genuine interest in helping University students to thrive and an aptitude for facilitating student engagement in activities'  | X |  |
| Excellent written and verbal communication skills and the ability to confidently communicate with a range of stakeholders | X |  |
| Computer literate with experience of MS Word, Powerpoint, email packages and content management system (updating and maintenance of web pages)  | X |  |
| Highly effective organisational and time management skills – able to set priorities and proactively manage own workload | X |  |
| Good creative skills to produce social media materials suitable for various platforms, posters, presentations and other visual assets | X |  |
| Commitment to equality and diversity and the maintenance of dignity and respect for all students and staff | X |  |
| Strong collaboration skills, flexible and resourceful in approach to problem solving and delivering results as a team. | X |  |
| Excellent organisational skills, attention to detail and a methodical approach. | X |  |
| Ability to work with, build relationships and support internal stakeholders | X |  |