

<b>Post Details</b>	<b>Last Updated:</b> 9.01.2023		
<b>Faculty/ Service Department</b>	The Surrey Institute for Sustainability		
<b>Job Title</b>	Communications Officer		
<b>Job Family</b>	Professional Services	<b>Job Level</b>	3 (up to £38,803)
<b>Responsible to</b>	Head of Operations and Partnerships (HOPs) Dotted line to Head of External Relations (Communications, Public Affairs and Events team)		
<b>Responsible for (Staff)</b>	n/a		

**Job Purpose Statement**

The purpose of this role is to support the newly established Institute for Sustainability promote research excellence, education and innovation in sustainability and its application for the benefit of society, through engaging and effective external and internal communications.

The post holder will work closely with the Head of Operations and Partnerships to implement an integrated and ambitious external and internal communications plan that supports the strategy for the Institute and galvanises a pan-University culture, and community engagement.

The Institute's creation – as a pan-University entity - is a fundamental part of the University's strategic approach to research. Promoting its work and raising its profile and visibility goes beyond the remit of this sole post. So effective collaboration and seamless coordination of communication and marketing activity with the University's wider body of communicators will be fundamental to success.

The post holder will be embedded in the Institute but an integral part of the wider communications network that includes colleagues in the central Communications, Public Affairs and Events team, as well as Marketing, Recruitment and Admissions. On a day-to-day basis, the post-holder will work closely with colleagues in the media team, public affairs, internal communications, marketing, as well as our faculty-based Strategic Communication Business Partners.

The job will involve a mix of hands-on content creation, from inception to delivery, creating inspiring storylines and stories, producing engaging audience-focused content for varied channels using a mix of media, as well as facilitating engagement opportunities for our academics to promote the institute to a range of specific audiences. Responsibilities will include both creating and following-up on communication opportunities.

The role will involve reviewing and refreshing the Institute's web content, managing its dedicated social media channels, and facilitating internal communication within the Institute and the wider University community.

The post holder will develop and manage the Institute's brand, including its look and feel and tone of voice, within the framework of the University's overarching brand.

Overall, this is a rounded marcomms role, that requires the individual to have a range of communication skills, to be capable of using their initiative, whilst being part of and supported by a wider community of communicators, including marketeers.

**Key Responsibilities** This document is not designed to be a list of all tasks undertaken but an outline record of the main responsibilities (5 to 8 maximum)

1. Deliver the external and internal communication plans for the Institute, aligned to the University's strategy and the communication strategy.
2. Coordinate external and University-wide communication plans in collaboration with the University's communications team.
3. Work with the central communication and marketing teams to access additional expertise and support, and be responsive to requests for information, briefing and expert commentary from communication colleagues relevant to the Institute (e.g. for media interviews).
4. Support the development and management of the Institute's brand, positioning and tone of voice within the University's wider brand framework.
5. Develop and deliver a suite of communication tools and resources to support the work of the Institute, to include brand management, branded templates, photography, communication briefing materials and other content (e.g. video).

6. Review, manage and maintain the Institute's website content and social media presence on owned and earned channels.

**N.B. The above list is not exhaustive.**

**All staff are expected to:**

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

**Help maintain a safe working environment by:**

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

**Elements of the Role**

This section outlines some of the key elements of the role, which allow this role to be evaluated within the University's structure. It provides an overview of what is expected from the post holder in the day-to-day operation of the role.

**Planning and Organising**

The wide range of requirements of this post demand that the post holder is organised, can prioritise their work and is capable of managing numerous concurrent tasks and projects.

Specifically, the post holder will be required to:

- set out an external and internal communications plan that aligns with the University strategy *Forward thinking. And doing*, its communication strategy, and the ongoing, wider programme of communication activities
- maintain and share communication plans with colleagues and contribute to University-wide communication plans and planning meetings
- draft communication and/or campaign plans (using the OASIS framework)

**Problem Solving and Decision Making**

The post holder is required to bring professional communications expertise and judgement to provide solutions to everyday communications problems. This includes translating sometimes complex science into understandable and consumable content for those without a scientific background.

The post holder will work closely with colleagues to collect and understand information quickly and use their own initiative to turn this into stories, information bulletins, speeches, presentations, written text or video/audio scripts.

Communication crises and issues will be managed by the central communications team with the support of this post holder.

**Continuous Improvement**

The post holder is expected to demonstrate best practice communications in this role and to continue to build their expertise and share knowledge as part of the wider communications network at the University.

Professional development opportunities can be provided by the central communications team.

**Accountability**

The post holder will be responsible for the accuracy and appropriateness of the content produced but is expected to seek support from communication colleagues and subject matter experts to 'sign-off' finalised communication materials.

<b>Supplementary Information</b>		
<b>Person Specification</b> This section describes the sum total of knowledge, experience & competence required by the post holder that is necessary for standard acceptable performance in carrying out this role.		
<b>Qualifications and Professional Memberships</b>		
Degree, HND, NVQ 4 qualified or equivalent qualification, plus at least three years' relevant experience Or Significant vocational experience demonstrating the acquisition of appropriate professional knowledge		E
<b>Technical Competencies (Experience and Knowledge)</b> This section contains the level of competency required to carry out the role (please refer to the Competency Framework for clarification where needed and the Job Matching Guidance).	<b>Essential/ Desirable</b>	<b>Level 1-3</b>
Experience of planning and delivering engaging, best-practice communications including communication planning, content creation, evaluation and analysis of communication activity and brand management	E	3
Skilled at drafting and creating a wide range of communications from newsletters to blogs, news stories to forewords, and social media posts	E	3
Experience of planning and managing events	D	n/a
Experience of working effectively on one's own initiative, as well as part of a wider team	E	3
Skilled at building and maintaining good working relationships with a range of colleagues	E	3
Experience of managing social media channels effectively	D	n/a
Experience of the Higher Education Sector	D	n/a
High level of practical knowledge of Microsoft Office applications, especially PowerPoint.	D	n/a
<b>Special Requirements:</b>		<b>Essential/ Desirable</b>
Flexibility on occasion to work outside of normal office hours.		D
<b>Core Competencies</b> This section contains the level of competency required to carry out this role. (Please refer to the competency framework for clarification where needed). n/a (not applicable) should be placed, where the competency is not a requirement of the grade.		<b>Level 1-3</b>
Communication		3
Adaptability / Flexibility		3
Customer/Client service and support		3
Planning and Organising		3
Continuous Improvement		2
Problem Solving and Decision-making Skills		2
Managing and Developing Performance		1
Creative and Analytical Thinking		3
Influencing, Persuasion and Negotiation Skills		2
Strategic Thinking & Leadership		2
<p>This Job Purpose reflects the core activities of the post. As the Institute and the post holder develop, there will inevitably be some changes to the duties for which the post is responsible, and possibly to the emphasis of the post itself. The University expects that the post holder will recognise this and will adopt a flexible approach to work. This could include undertaking relevant training where necessary.</p> <p>Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose.</p>		
<b>Organisational/Departmental Information &amp; Key Relationships</b>		

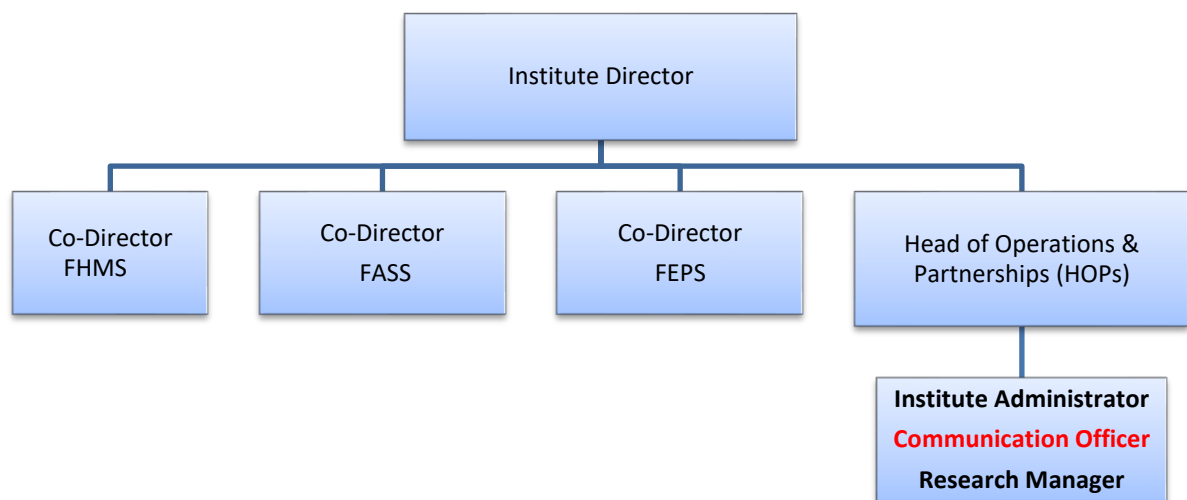
### Background Information

This is a new role that arises from the University's creation of a cross-institution, multi-disciplinary Institute for Sustainability, launched in December 2022.

The Institute will increase the scale and enhance the excellence of the University's research and innovation in priority areas. Through cross-faculty, interdisciplinary collaborations, and business and external partner engagement, it seeks to break new ground, producing world-class research and effecting significant change.

### Relationships

The post holder will report to the Head of Operations & Partnerships, who is part of the Institute Leadership Team. The Leadership team includes the Institute Director, the Head of Operations & Partnerships and one Co-Director from each of the University's three Faculties: the Faculty Arts and Social Sciences (FASS), the Faculty of Health and Medical Sciences (FHMS), and the Faculty of Engineering and Physical Sciences (FEPS).



The post holder will also have a dotted line to the Head of External Relations. This reflects the close relationship that's necessary between this post holder and the central communication and marketing functions. The University operates a 'hub and spoke' model whereby professional expertise is located with the subject matter experts – the spoke – whilst closely aligned and supported by the centre – the hub.