

Post Details			
<b>Faculty/Administrative/Service Department</b>	Surrey Research Park		
<b>Job Title</b>	<b>Head of Communications</b>		
<b>Job Family</b>	Professional Services	<b>Job Level</b>	Level E
<b>Responsible to</b>	Director Surrey Innovation District, Surrey Research Park		
<b>Responsible for (Staff)</b>			

**Job Purpose Statement**

The role holder will combine a dynamic blend of marketing, strategic brand management, relationship building, communication tools and community engagement skills to drive the growth and success of the Surrey Research Park's (SRP) ecosystem.

The role will work alongside the Head of Engagement to raise the profile and reputation of the University's Innovation District to attract R&D focused high growth companies and support their growth and engagement with the university and ecosystem stakeholders whilst in residence at the SRP.

The role will work alongside the SRP operations team, providing them with effective communication channels to existing and prospective tenants and helping to ensure an effective landlord relationship.

They will generate communications that promote the research park's offerings, foster collaboration, and establish a compelling brand identity that resonates with stakeholders, drives growth and reinforces its position as a hub of innovation and knowledge transfer.

The role will require a high level of competence and experience of all communications disciplines as the role holder will manage all elements of the marketing mix (PR, event management, tenants communications and CRM management, digital marketing, brand and website development, social media, collateral)

The role holder will be accountable for establishing a dynamic and impactful profile of Surrey Research Park and the wider Innovation District to a national and international audience, putting innovation and the growth of key industry clusters and businesses at Surrey Research Park on the map and raising the profile and reputation of the University's Innovation District to attract R&D focused high growth companies.

**Key Responsibilities**

**Brand**

- Manage the branding of the SRP and all digital and printed collateral to position the research park as a front runner in industry innovation, technology transfer, and collaborative research.
- Develop and execute marketing strategies to promote and grow the research park's facilities, resources, and services offerings.
- Collaborate with partners and tenants to co-create branding initiatives that highlight collaborative projects and shared accomplishments.
- Measure the effectiveness of brand initiatives by tracking metrics such as brand awareness, perception, and engagement.

**Partnerships and Community building**

- Build relationships with invested parties, including employees, customers, investors, and the community, to ensure communication decisions consider diverse interests.

- Implement brand-focused initiatives, such as events and workshops, to connect tenants, partners, and the community, fostering a vibrant innovation ecosystem through strategic engagement.
- Evaluate, devise and steer event management schedule for tenant engagement events and collaborative events with business, external stakeholders and the University of Surrey. Continually evaluate impact and effectiveness prior and post events to determine effective strategy, resource allocation and ROI for long term planning.
- Investigate and deliver strategic advice on the most effective communication channels and positioning for UoS departments to engage with the tenant companies.

#### **Communications and Profile Raising**

- Produce and lead implementation of a multi-functional marketing strategy to deliver the business's messaging aligned with its strategic objectives in a marketplace that is rapidly changing.
- Optimise a communications CRM, supporting operations team to communicate effectively with tenants and allowing targeted communications for all engagement activities.
- deliver external PR to target national, broadcast, local, trade, digital media. This includes crafting press releases, responding to media enquiries, and leveraging media coverage to highlight the park's achievements.
- Direct the delivery of content through all channels (digital, social, tenant communications, internal comms, media relations (print / broadcast) to drive business retention, growth and resilience.
- Build personal profile as a spokesperson representing Surrey Research Park at events, press interviews, SRP tours, and external events in relevant fields.
- Strategically target activities, such as Award submissions, to boost SRP and tenant impact and build brand momentum.
- Identify and instigate collaborative communication initiatives with all relevant departments at UoS.
- Lead internal communications within UoS and to the tenants at SRP.

#### **Operational Management**

- Contract, direct and manage a range of marketing support agencies as required (branding agency, PR agency, copywriters, graphic designers, website developers, SEO agency, video producers and event managers etc).
- Investigate, evaluate and implement operational and sector best practice as an expert on the ever-changing marketing technology solutions and methods to ensure the quality and effectiveness of team is maximised and forward looking.

**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**

**Planning and Organising**

- The role holder will shape the strategic direction of marketing activity, planning and organising activities of others, considering the implications now and in the longer term, to support SRP and UoS growth and success.
- Excellent leadership, planning, project management, influencing and communication skills are essential with strong attention to detail and the ability to manage multiple projects concurrently.
- The role holder will be required to deploy strategic agency management experience across Brand Management and Curation, Public Relations and Digital Marketing in particular.

**Problem Solving and Decision Making**

- Objectives are clearly defined by broader strategy, but there is considerable freedom permitted in the achievement of end results.
- High levels of independence to achieve operating, project, service results, provided that activities are consistent with approved plans, objectives, policies and precedents and complement the activities of the other SRP teams.
- The role holder is expected to apply their authoritative understanding within the job context in order to resolve many different and often unusual problems and issues.
- The role holder will encounter situations with some intangible or unstructured aspects and will be expected to use speculative judgement in order to resolve the problem or issue.
- Whilst some recommendations or solutions will be guided by external factors such as legislation/regulations, others will require a high level of knowledge, experience and judgement, as well as analytical and interpretive skills in order to devise an appropriate and timely solution.

**Continuous Improvement**

- The role holder will design and implement proposed changes to current work processes and develop and define proposals for changes in, and the formulation of Surrey Research Park and University of Surrey unit policy, to consistently improve quality and effectiveness of service provided and take account of legislative changes.
- The role holder will keep up to date with developments in own field and with University developments.
- The role holder will set quality and professional standards and management of the service delivery for Surrey Research Park.

**Accountability**

- The role holder will exercise within their particular functional area a substantial degree of independent professional responsibility and discretion, working to broad parameters and policy guidance.
- The role holder will determine the overall shape of communications and set functional policy for the SRP.

**Dimensions of the role**

- The role will report to the Director Surrey Innovation District and will be supported by communication and engagement officers.
- The role will work collaboratively with the Head of Engagement and the SRP Operations team.
- The post holder will have autonomy to curate and execute insight driven, integrated, innovative and effective marketing campaigns via multiple channels and ensure that they are delivered on time, within budget and achieve agreed KPIs.
- The role holder will be leading a network of marketing suppliers and working collaboratively with the University of Surrey Marketing and communications departments.
- The role holder will be a key spokesperson for Surrey Research Park and will have significant experience dealing with the press and broadcast media.
- The post holder will be responsible for communicating with multiple stakeholders to achieve the overall KPIs therefore, management experience, strong relationship building and team working skills are essential.

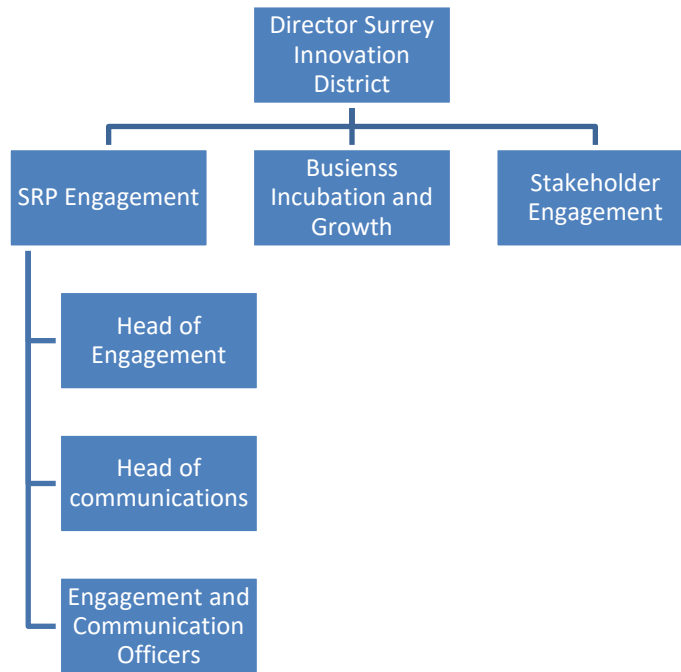
**Supplementary Information**

**Person Specification**

Qualifications and Professional Memberships	Essential/ Desirable	
Extensive vocational and strategic management and leadership experience demonstrating professional development through involvement in a series of progressively more demanding and influential work/roles, backed by evidence of significant development	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>
A knowledge and passion for communications and marketing practices and an ability to generate high quality material and tools	E	3
Excellent IT skills including good level of Microsoft Office software, Search Engine Optimisation (SEO) capabilities, e-mail, updating webpages using content management system and experience of using a social media monitoring tools. Experience of Hubspot or similar CRM is desired	E	3
Experience of writing copy for different purposes/audiences	E	3
Accuracy and attention to detail	E	3
Interest in current affairs/news media and the HE sector	E	3
Interest in R&D business growth and an understanding of the drivers and challenges in the sector	E	3
Ability to communicate with Stakeholders from business and university as well as other organisations	E	3
<b>Special Requirements:</b>	<b>Essential/ Desirable</b>	
Flexibility to work outside standard office hours as required.	E	

<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 Adaptability / Flexibility Customer/Client service and support Planning and Organising Continuous Improvement Problem Solving and Decision Making Skills Managing and Developing Performance Creative and Analytical Thinking Influencing, Persuasion and Negotiation Skills Strategic Thinking & Leadership	3 3 3 3 3 3 2 3 3 2
<p>This Job Purpose reflects the core activities of the post. As the Department/Faculty 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>	
<p><b><u>Background Information</u></b></p> <p>Surrey Research Park is a world-class 70-acre science &amp; technology park, owned by the University of Surrey (UoS) and home to around 170 businesses from start-ups to multinationals. SRP is the 2<sup>nd</sup> largest science park in the UK with an annual turnover of over £11 million.</p> <p>SRP's impact is immense and includes almost £620 million GVA for the UK economy, equivalent to one third of the impact of the University. (Biggar Economics Report:2020). In addition, currently, the value of links between tenants and the UoS is valued in the region of £1 million a year.</p> <p>The team at Surrey Research Park is responsible for not only delivering a first-class business service to tenants at Surrey Research Park but ensuring optimal and strategic business growth and resilience for the successful future of Surrey Research Park whilst driving partnerships between tenants, the University of Surrey and third-party organisations where relevant.</p>	

**Department Structure Chart**



**Relationships**

The post-holder will develop a senior-level network of external and internal contacts including but not limited to:

**Internal**

- SRP engagement and business incubation teams
- SRP operations team
- University marketing and communications teams
- Service users (tenants and perspective businesses)
- Roles shared with Innovation District stakeholders such as County Council and sector clusters

**External**

- Service users - tenant and prospective companies
- Fellow professionals in the wider community - Local Council / Business associations / Local Enterprise partnership
- Offices of the local MPs and civic leaders
- Trade bodies e.g. UKSPA
- Communities of practice supporting research park / science marketing and communications