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| **Post Details** | | **Last Updated: 09/05/2025** | | | |
| **Faculty/Administrative/Service Department** | Surrey Innovation District | | | | |
| **Job Title** | Communication and Engagement Officer | | | | |
| **Job Family** | Professional Services | | **Job Level** | 3 | |
| **Responsible to** | Head of Engagement | | | | |
| **Responsible for (Staff)** | n/a | | | | |
| **Job Purpose Statement**  Responsible for supporting the day-to-day engagement and communication activity of the Surrey Research Park (SRP), supporting the growth and reputation of the Innovation District. This includes supporting the Heads of Communications and Engagement to plan, organise, deliver, record and report on activities including marketing, events, tenant communications, PR, meeting facilitation, CRM development, and community development.  Through the provision of this service this role contributes to the continued growth and success of SRP, which is essential to fulfil economic growth and impact ambitions of the University and the Surrey region.  The post holder plays a key support role within the SRP and the tenant network, ensuring all activities happen in an efficient and timely manner and are recorded and reported to allow success to be monitored and celebrated. | | | | | |
| **Key Responsibilities** | | | | | |
| 1. Scope, plan, create, edit and publish high-quality content, using the University’s CRM and following agreed guidelines and templates. 2. Co-ordinate small-scale digital content projects, liaising with stakeholders to gather requirements and understand needs, before suggesting solutions and guiding these to fruition. 3. Collect and collate metrics for engagement activities plus marketing and brand reach. 4. Organise and run the coordination aspects of events, workshops and clinics for the tenants, including participation in broader network activity and events that raise the profile and community value of SRP. This includes bookings, invitations, catering, event collateral, venue set up, guest support, feedback collection and collation. 5. Support marketing and PR activity including the planning and dissemination of newsletters, e-zines, adverts, case studies and knowledge dissemination, ensuring the production of high impact, branded material. 6. Maintain the SRP website and social media channels and develop communications to advertise and report on events and activities of the Innovation district. 7. Co-ordinate all tenant communications via the CRM, ensuring all contact information is up to date, categorised and appropriately structured. 8. Organise tenant meetings, including use of CRM for recording and tracking and facilitating follow-up communications and activities. 9. Collect and process all forms, contracts and evidence statements required by funded programme activity whilst keeping track of project spending and maintaining the portfolio’s budget sheet 10. Support reporting and information sharing across SRP and Research & Innovation teams across the university. 11. Work with university research and innovation staff to facilitate academic and student engagement with the Surrey Research Park tenants. 12. Provide support to projects across the Innovation District portfolio.   **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**   * Develop and implement a process for ensuring all tenant details are kept up to date on the CRM * Organise tenant engagement meetings throughout the year, including setting date, booking room/online slot, agenda, information gathering and facilitation. * Organise the delivery of the SRP events programme for the year, communicating with the Incubation operations officer to ensure effective support is provided through all events. This includes organising and booking the venue and catering, creating invitations, marketing and communications and supporting the managers to communicate all the details with the guests. It includes venue setup and any printing, stationary or other resources that are required as well as ensuring smooth running of the event itself. * Support the liaison with PR agencies on the promotion and dissemination of tenants and relevant university PR and news stories This includes collecting information or approvals from the businesses and setting up meetings or photo opportunities as required. * Organise the induction for new tenants, including collecting required information and updating CRM, handling queries, producing information packs and media stories highlighting new tenants to the community and coordinating with SRP reception team on operational information sharing and new unit access. * Support the Heads of Engagement and Communications in all data collection and processing for the team as well as all metric reporting to all stakeholders. * Ensure engagement events are timed to facilitate attendance from academic and/or student stakeholders. | | | | | |
| **Adaptability/flexibility**   * Post holder will be supporting the Heads of Engagement and Communications and working as part of a wider team supporting the effective running of the Surrey Research Park. They will need to be flexible to support the team to resource any significant operational or reputational issues. * The post holder is expected to work as part of a team, ensuring there is resilience across all the engagement and communication activities as well have their own defined activities based on their skill set. * The post holder will be expected to make operational decisions on the activities they are supporting and adapt the delivery to suit the audience in question. * The post holder will be expected to design social media campaigns but adapt them to incorporate opportunities as they arise and respond to feedback and input from the rest of the team. | | | | | |
| **Continuous Improvement**   * Post holder to continuously look at ways to improve the events, marketing and engagement activities through collecting feedback and researching best practice from other research park communities. * Post holder is to continually develop ways to promote and market the Surrey Research Park to recruit new tenants and increase the engagement of existing tenants. Improvements are to be suggested to the Heads and then implemented with their guidance. * The forms, processes, procedures and communications that the post holder makes use of are to be continuously reviewed and updated. | | | | | |
| **Accountability**   * The post holder is expected to be accountable for their own tasks and deliver them within the timeframe and scope that is set by the manager. * The success of our external presence through metrics collecting and reporting, social media and our websites is the post holder’s responsibility to deliver to a high standard. * Post holder is responsible for identifying and timely reporting to manager any tenant communication problems or relationship risks arising from their activities. | | | | | |
| **Dimensions of the role**   * Support the delivery of the engagement and communication services of the Surrey Research Park, a community of circa 200 innovative businesses. * Organise the communication with 200+ businesses to set up engagement, PR and marketing activities that optimise their relationship with the University of Surrey and attract the best tenants and stakeholders to the SRP. * Organise and run events and engagement activities that bring the tenants together with the university academic and student communities and stakeholders across the Innovation District. * Responsible for updating and tracking social media and all other forms of marketing mediums for Surrey Research Park, including working closely with the Incubation and Growth team and the university communications and marketing teams. * Post holder is a member of the wider Surrey Research Park team and is required to work collaboratively with facilities management teams. * Post is also required to work with university research and innovation staff to facilitate academic and student engagement with the Surrey Research Park tenants. | | | | | |
| **Supplementary Information**  The role requires occasional travel and out of hours work relating to events and network activities. | | | | | |
| **Person Specification** 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. | | | | | |
| **Qualifications and Professional Memberships** | | | | |  |
| HNC, A level, NVQ 3, HND level or equivalent, plus a number of years' experience in similar or related roles.  Or:  Significant vocational experience, demonstrating development through involvement in a series of progressively more demanding relevant work/roles, and the acquisition of appropriate professional or specialist knowledge | | | | | E |
| **Technical Competencies (Experience and Knowledge)** 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). | | | | **Essential/ Desirable** | **Level**  **1-3** |
| High Level of IT skills, ideally with Microsoft Office – Work, Excel, Outlook and other databases, ideally Hubspot. | | | | E | 3 |
| Experience of liaising/negotiating with R&D / innovation growth-based businesses and delivering seminars/workshops | | | | D | 3 |
| Experiences of maintaining websites and social media across multiple channels | | | | E | 3 |
| Experience of managing a diverse workload, time management and working on concurrent projects. | | | | E | 2 |
| Ability and/or experience of working in a team with a shared workload. | | | | E | 2 |
| **Special Requirements:** | | | | | **Essential/ Desirable** |
| Ability to travel and work flexible hours at times. | | | | | E |
| **Core Competencies** | | | | | **Level**  **1-3** |
| 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  2  3  2  2  n/a  2  2  1 |
| 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.  Should significant changes to the Job Purpose become necessary, the post holder will be consulted and the changes reflected in a revised Job Purpose. | | | | | |
| **Organisational/Departmental Information & Key Relationships** | | | | | |
| Background Information  Surrey Research Park is a world-class 70-acre science & technology park, owned by the University of Surrey (UoS) and home to around 170 businesses from start-ups to multinationals.   SRP is the 2nd largest science park in the UK with an annual turnover of over £11 million.  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. | | | | | |
| Department Structure Chart | | | | | |
| Relationships **Internal**   * SRP communications, engagement and business incubation teams * SRP operations / facilities management team * Research and Innovation business engagement roles, including Director of Enterprise and Commercialisation portfolio * Student employability and engagement roles including Student Enterprise * 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 * Contractors and service delivery providers * Fellow professionals in the wider community - local council / business associations / Local Enterprise partnership * Communities of practice supporting engagement with business and tenant communities | | | | | |