

| Post Details | | Last Updated: 08/10/2019 | |
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| Faculty/Administrative/Service Department | Faculty of Health and Medical Sciences / Department of Pathology and Infectious Diseases, School of Veterinary Medicine. | | |
| Job Title | One Health EJP Communications Officer | | |
| Job Family | Professional Services | Job Family | Professional Services |
| Responsible to | Head of Research Group and One Health EJP Communications Manager | | |
| Responsible for (Staff) | n/a | | |
| <u>Job Purpose Statement</u> | | | |
| <p>Working closely with the One Health EJP (OHEJP) Communications Team in the School of Veterinary Medicine, the Communications Officer will be responsible for promoting and protecting the reputation of the OHEJP locally, nationally and internationally. They will be expected to collaborate with colleagues and academics from across 39 partner institutes belonging to the OHEJP Consortium. The Communications Officer is responsible for providing proactive internal and external communications support for the OHEJP consortium working as part of the OHEJP Communications Team, including overseeing and maintaining the organisation's website.</p> | | | |
| <u>Key Responsibilities</u> | | | |
| <p>This role is ideal for candidates who have a strong track record of producing content for and managing social media channels and websites. Ideally, candidates will have previously experience of preparing engaging and high quality print and digital content for internal and external scientific audiences.</p> <p>Key duties:</p> <ol style="list-style-type: none"> 1. Proactively produce consistently clear, accurate and compelling content for external and internal audiences (defined target audiences). 2. Deliver and evaluate content across a range of communications channels including web-based media platforms, Intranet, website content management system and social-media channels. 3. Maintain and update the content and design of the OHEJP as required. 4. Proactively create promotional branded graphics, flyers, reports and other communication tools for events, projects and communications-related deliverables. 5. Work closely with the Communications Team in strategic planning and contribute to forward planning. 6. Administrative tasks to support the Communications and management teams. 7. Regular EU travel required. <p>N.B. The above list is not exhaustive.</p> | | | |
| All staff are expected to: | | | |
| <ul style="list-style-type: none"> • 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: | | | |
| <ul style="list-style-type: none"> • 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. | | | |
| <u>Elements of the Role</u> | | | |

Communication

- The post holder will assist in the creation, development and design of various communication tools including flyers, programmes, and creating new pages or updating existing pages on the website with relation to both content and design.
- Excellent verbal and written communication skills are a key requirement in order to prepare documents, newsletters, articles and other creative pieces for a range of target audiences from scientific content.
- Working with the existing Communications Officer, they will also be required to support their role in managing the One Health EJP's social media accounts (e.g. Twitter, LinkedIn) and using these tools to proactively promote relevant One Health activities and to protect its reputation against potential threats.
- Ability to work effectively in a team.

Creative and Analytical Thinking

- A key part of their role will be to take the lead in proactively working with academics, colleagues, stakeholders, governance bodies from across the consortium to develop multi-channel profile-raising campaigns that deliver high traffic on social media and visits to the website.
- They will be required to work very closely with the Communications Manager and existing Communications Officer on the development and delivery of the One Health EJP Communications Strategy, and to critically analyse how the communication strategy can be improved to further maximise impact.

Accountability

- The Communication Officer will be accountable for ensuring the quality of the website is continuously evaluated and both the functionalities and UX/UI experience is improved as the programme and activities progress.
- The Communication Officer adhere to the most recent version of the Communication Strategy when performing any of their communications responsibilities.
- The communications officer will be accountable for the quality of the documents they produced for the EJP.

Adaptability / Flexibility

- The Communication Officer is expected to operate as part of a team. The Communication Teams often receives spontaneous and impromptu requests, and so the Communications Officer is expected to be flexible with changing deadlines and workload; and should also be able to re-prioritise at short notice if necessary.
- The post holder will be required to stay abreast of key developments in traditional, online and social media in order to spot and respond both to negative coverage and potential story opportunities.

Customer/Client Service

- A key part of the role will be to monitor website registration, update the content and improve functionalities of the website based on regular feedback and communication with Research Project Leaders, Work Package Leaders, PhD Project Leaders and students across Europe.
- The Communications Team also provides a service of creating branded graphics, flyers, templates and designing merchandise. The Communications Officer will take a central role in providing this service to all the members of the OHEJP Consortium. This service can also include attending events and setting up a stall to represent the One Health EJP.

Problem Solving and Decision Making

- The post holder is expected to provide advice and solutions to routine day-to-day problems within their specialist area such as the website. Resolutions for these issues will usually be found through referring to their previous experience of similar problems or through making reference to OHEJP validated procedures.
- They are expected to use initiative and judgement to address and resolve more complicated issues and to take a proactive investigative approach, referring only the most complex or those issues outside of the remit of their role to their line manager.

Relationship Management

- A key part of their role will be to develop and maintain positive working relationships with those from within our consortium (researchers, scientists, non-scientific professionals, Project management Team, Coordination Team, Programme Managers Committee, Communication Contact Points etc.) and with those outside the consortium (Programme Owners Committee, stakeholders, general public) to ensure that the information flows in both directions to ensure that the research, events, publications and any other news is promoted through the correct channels with branded graphics, and that it is tailored to the appropriate target audiences in line with the Communications Strategy.
- The Communications Officer will be working closely on a day-to-day basis with the OHEJP Communications Manager and the existing Communications Officer.

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| Person Specification | | |
| Qualifications and Professional Memberships | | |
| Degree, qualified in any subject, plus several years' relevant work experience OR Significant vocational experience, demonstrating development through the acquisition of appropriate specialist knowledge and involvement in a series of progressively more demanding/relevant work/roles. | | E |
| Hold a post graduate qualification in science communication or related subject | | D |
| Technical Competencies (Experience and Knowledge) | Essential/ Desirable | Level 1-3 |
| Creative design experience for promotion of events through flyers and other communications tools. Creative design experience in creating promotional content for events through flyers, web-tools and other communication tools | E | 3 |
| Previous design experience with Photoshop or Adobe Illustrator to create attractive communication tools for a range of target audiences | D | N/A |
| Previous Digital marketing experience to develop our existing website (www.onehealth.ejpc.eu) and existing communication channels; and email marketing experience using Mailchimp and Google analytics | E | 3 |
| Previous web development experience using WordPress | E | 3 |
| Previous web development experience for improving functionality of an existing website such as using JavaScript or PHP, and/or Word Press experience | E | 1 |
| Previous website design and UI/UX experience | E | 1 |
| Previous experience of working as a Project Communications Officer | E | 1 |
| Special Requirements: | | |
| EU travel required | | E |
| Core Competencies 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. | | Level 1-3 |
| Communication | | 3 |
| Adaptability / Flexibility | | 3 |
| Customer/Client service and support | | n/a |
| Planning and Organising | | 3 |
| Teamwork | | 2 |
| Continuous Improvement | | 2 |
| Problem Solving and Decision Making Skills | | 3 |
| Leadership / Management | | n/a |
| Creative and Analytical Thinking | | 3 |
| Influencing, Persuasion and Negotiation Skills | | 3 |
| Strategic Thinking | | 2 |
| Organisational/Departmental Information & Key Relationships | | |
| Background Information | | |

The position is funded by the OHEJP (Horizon2020), and will be based in the Department of Pathology and Infectious Diseases at the University of Surrey, within the School of Veterinary Medicine in Guildford, Surrey, UK.

For more information on the One Health European Joint Programme visit www.onehealthejp.eu

It is essential that the post holder is confident and effective in managing their time, and organising their work load to ensure the correct tasks are prioritised and deadlines are met. The post holder must possess excellent written and verbal communication skills, and should be able to work effectively both independently and as part of a team.

Relationships

The Communications Officer will work within the Communications Team at the University of Surrey, who work very closely with the Support Team, Coordination Team, Research Project Leaders, and several governance management bodies of the OHEJP across the EU.

The Communications Officer will be in regular communications with an inter-disciplinary research network of 39 partners across Europe with a strong international reputation. The Communications Officer is responsible for maintaining positive relations within this OHEJP network.

The Communications Officer will be line managed by the Head of the Research Group, but will be functionally managed on a day-to-day basis by the OHEJP Communications Manager.