

JOB DESCRIPTION

POST TITLE: Communications and Projects Officer at Yorkshire Universities

RESPONSIBLE TO: Assistant Director

LOCATION: Remote/ Office hybrid, with occasional travel within Yorkshire and outside the region

HOURS: Full time (36.25 hours)

PAY: £30,000 p.a.

CONTRACT: Fixed-term, three years (subject to external funding).

RESPONSIBILITIES

Communications

You will be responsible for leading the communications support within the Yorkshire Universities (YU) Executive Team. The primary focus of YU is to strengthen the contributions of universities and higher education institutions in Yorkshire and the Humber to local and regional growth and development.

As Communications and Projects Officer, you will be expected to undertake the following roles and responsibilities, although the list is not exhaustive. Working as part of a small team, you will be required to undertake additional duties aligned with the general nature and level of the role as directed by the Assistant Director and the Executive Director.

You will lead a proactive and professional communications function, which identifies key audiences for YU that align with the organisation's strategic objectives. Key responsibilities, include:

- Helping to build and strengthen YU's brand.
- Preparing and publishing the weekly news digest and quarterly bulletin using Mailchimp.
- Creating regular and managing strategically targeted content for the YU website and social media channels.
- Handling press and media enquiries in a timely, accurate and effective way. Drafting press releases.
- Monitoring media coverage and identifying opportunities.
- Managing YU's relationships with external media organisations.
- Managing YU's relationships with member and partner communications officers and teams.
- Commissioning photography / video in line with key messages.
- Drafting and overseeing the implementation of the YU communications plan.
- Working with external designers and publishers to prepare and publish YU publications.

Projects support

- Providing direct contributions towards projects that YU is currently involved in, including the Yorkshire and Humber Policy Engagement and Research Network (Y-PERN), Regional Sustainability Service-learning Brokerage Pilot, Graduate Employment and Employability Implementation Group, and Yorkshire and Humber Climate Commission (YHCC).
- Identifying new project and funding opportunities.
- Gathering and analysing data and information.
- Keeping up to date with the latest social and economic research and policies and strategies, especially those related to local and regional development, and higher education.
- Representing YU and member institutions at external meetings.
- Supporting or coordinating meetings, events or debates.
- Writing briefings, reports and other online publications, such as blogs.

PERSON SPECIFICATION

- Under-graduate degree level qualification in a broadly relevant subject area or an equivalent level of knowledge gained through professional experience.
- Experience of handling different communications enquiries to tight deadlines, and managing a communications function, including the use of a broad range of multi-channel communications.
- Ability to develop and implement brand and marketing strategies. With integrated and engaging content.
- Excellent written, verbal and digital communication skills for social media platforms; excellent IT skills, including in the use of MS Office software. Experience of using WordPress or similar programmes would be an advantage.
- Strong attention to detail, particularly in proofing.
- Relevant skills and experience in project management, which may include the use of specialist project and/or programme management techniques or approaches.
- Knowledge and understanding of the latest policy issues facing the higher education sector and the social, economic and environmental issues impacting on regions, such as Yorkshire and the Humber.
- The ability to absorb complex information and present it to different audiences in a clear and accessible way.
- Interpersonal skills, and the ability to work and build relationships with a diverse range of people holding different views.
- The ability to work as part of a team, but also work independently, use initiative and be pro-active.
- Be prepared to travel within the region and occasionally across the UK.
- Excellent organisation skills, to track priorities, work to deadlines and manage projects.
- A flexible and adaptable approach, able to respond to shifting and emergent priorities and a rapidly evolving external environment.
- The ability and desire to use good judgement and initiative, and to advise others on the most effective course of action.

The closing date for receipt of applications is noon on Friday 6 January 2023. Applications consisting of a CV (max. two pages long) and a covering letter (max. three pages long) setting out how you meet the person specification, should be addressed to Dr O'Brien and Ms Antal and emailed to: recruitment@yorkshireuniversities.ac.uk

Short-listing will take place on the week commencing in on 9 January 2023, and interviews will be scheduled for either 16 or 17 January 2023.

To arrange an informal discussion about the role, please email Emma Dick, Executive Assistant, at: e.i.dick@yorkshireuniversities.ac.uk

Further information about Yorkshire Universities is available at: www.yorkshireuniversities.ac.uk or <https://twitter.com/YorkshireUnis>