

SECTION A: THE ROLE	
Job Title:	Student Content and Campaigns Coordinator
Institute/Service:	Vice Chancellor's Office
Job Grade:	Grade 06
Job Family:	Services
Job Location:	Lancaster or Carlisle
Responsible To:	Dean for Student Success
Role Purpose:	
<p>You will be responsible for collecting, generating and coordinating the content our students need to be informed and energised about their studies, support provision and extra-curricular activities. Working closely with colleagues in academic institutes and the University's professional services, you will lead on identifying, crafting and delivering the right message using the right channel, and creating opportunities for two-way communication between students and staff. You will collaborate with relevant stakeholders on campaigns around topics such as assessment literacy, student voice, and student experience, promoting our students' sense of belonging and the development of the new (2024) Graduate Attributes.</p>	

SECTION B: PRINCIPAL DUTIES/KEY OBJECTIVES	
1.	Lead and deliver specific projects to implement change or promote engagement in relation to students' experience of their course, support services and extra-curricular opportunities.
2.	Build relationships and systems to collect, coordinate and deliver the information our students need to succeed on their academic journey, and work with stakeholders across the university to generate, curate and share content for students on our websites, through social media and other platforms, to support key processes in the academic student lifecycle and to promote campaigns.
3.	Design and implement systems and processes to enable two-way communication and to amplify the Student Voice.
4.	Ensure that communications for students – including those studying on campus, distance learners, apprentices and those at partner providers -- are appropriate to the context and engaging.
5.	Work collaboratively with the University of Cumbria Students' Union to support their communications with and for students, as a key University partner
6.	Work collaboratively with key colleagues in all the University's Institutes and Services to create and deliver consistent, engaging and relevant content to our students.

Additional Information:

You may on occasions and in line with operational needs:

- Be required to work different hours including at weekends/evenings.
- Be required to travel to other campuses and sites as necessary.

In addition to the duties listed here, you will be required to perform other duties which are assigned from time to time. However, such other duties will be reasonable in relation to the grade.

It is the University's intention that this role description is seen as a guide to the major areas and duties for which the post holder is accountable. However, the business will change, and the post holder's obligations will vary and develop. The description should be seen as a guide and not as a permanent, definitive and exhaustive statement.

Our Values:

At the University of Cumbria, our values shape the way we work, our culture and environment.

We are PERSONAL

Individuals are at the heart of what we do, and our culture of belonging recognises and supports every person. As an institution, we have mutual respect for those we work with and for and we care about understanding each other's challenges and helping one another to thrive.

We are PROGRESSIVE

As a university we have a determination to deliver our mission, which keeps us open to opportunities in front of us. We encourage thoughtful and inspirational ideas, and we tackle problems proactively, with optimism, creativity and courage.

We are ENGAGED

As stewards of knowledge and place, it is our privilege to champion the region and advocate for the value of education. The University of Cumbria is welcoming to different perspectives, expertise and experiences and we are committed to building and nurturing strong links with our communities.

Providing an Inclusive Environment:

The University of Cumbria is committed to providing an inclusive environment, where staff, students and visitors are encouraged to be their true self, in order to enhance the individual and collective experience. As a university community, we share the social responsibility of enabling this inclusive environment by valuing, respecting and celebrating differences, to ensure that we generate a sense of understanding and belonging.

The university recognises that our differences are our strength, seeking and valuing different perspectives and ideas, in an environment that is without prejudice and bias.

We are committed to embracing our responsibility as a facilitator of change and continue to develop our equality agenda in line with and, where appropriate, beyond the Equality Act 2010. We do not tolerate discrimination, bullying or harassment in any form on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, or sexual orientation.

Criteria for Grade 6 Role Title: Student Content & Campaigns Coordinator	Essential/ Desirable	To be identified by:
Qualifications Educated to RQF Level 3 (A Level, Scottish Higher or equivalent) or equivalent experience. Educated to RQF Level 6 (degree level or equivalent) or equivalent experience. Professional qualification, working towards or membership of Professional Body.	Essential Desirable Desirable	Application Form Application Form Application Form
Experience Previous experience in a relevant role dealing with administrative and information management systems and understanding of the relevant terminology, including use of social media and other communications systems. Experience of working in higher education and awareness of wider University, HE issues and external changes such as innovations, changes in legislation/regulation which impact on the job.	Essential Desirable	Application Form/ Interview Application Form/Interview
Knowledge, skills and abilities Able to apply a detailed understanding of the student academic context and communication with diverse user groups in order to act as a main point of contact/ point of referral for specific procedures, systems and processes etc. Skills to assess and organise resources, and plan and progress work activities, projects, and implement improvements within own area of work, using initiative and judgement with limited recourse to others. Skills to research collate and edit material for inclusion in reports/other documents with fluency and tailored to different tones and circumstances. Well-developed analytical/problem solving capability to perform detailed analysis of information and identify issues to support decision making. Ability to provide detailed guidance, coaching, and instruction to develop the knowledge and skills of others. Knowledge of relevant IT packages, information systems and procedures, ability to adapt/transfer skills to use new technology and development and maintenance of websites eg Office 365. Professional approach to work and work colleagues and an ability to work independently and show initiative.	Essential Essential Essential Essential Essential Essential	Application Form/ Interview Application Form/ Interview Application Form/Interview Application Form/Interview Application Form/Interview Interview

Other Commitment to the strategic plan and values of the University especially in relation to equality of opportunity at work and a healthy and safe working environment.	Essential	Interview