

<b>SECTION A: THE ROLE</b>	
<b>Job Title:</b>	Communications and engagement officer (Barrow)
<b>Institute/Service:</b>	Vice Chancellor's Office
<b>Job Grade:</b>	Grade 06
<b>Job Family:</b>	Services
<b>Job Location:</b>	Barrow
<b>Responsible To:</b>	Head of Strategic Communications
<b>Role Purpose:</b>	
<p>This is a highly rewarding role, with responsibility to develop and deliver a range of communications and engagement activities for the university's development in Barrow, working closely with other professional services, academic colleagues, the Students' Union as well as our partners and stakeholders.</p> <p>The post holder will deliver creative online and offline content with the aim of raising the profile of the development and its benefits to the area, locally, regionally and nationally across a number of audiences. Alongside this, the post holder will be required to develop effective communications and events strategies to enhance engagement and liaison with internal and external audiences including key partners and stakeholders.</p> <p>A creative flair for PR, communications and promotion is required to help us deliver communications and events that effectively engage with different audiences to achieve the strategic goals of the project. The university requires an outstanding communications professional to implement these communications campaigns to connect, promote and engage effectively as well as celebrating success using the most appropriate and best practice communications approaches.</p> <p>Expertise in communications campaign and project management is needed as well as event management skills to make sure all aspects of communications and engagement delivery are of the highest standard and budgets are well managed.</p> <p>This is a strong people-focused role, requiring excellent communication, copy writing and relationship management and collaborative skills, as well as ability to problem solve and maximise our events and engagement activity to raise our profile and nurture advocates to support our work.</p>	

<b>SECTION B: Working alongside the university's corporate communications and engagement team the postholder's principal duties/key objectives are:</b>	
<b>1.</b>	Provide a professional PR and media relations service alongside establishing excellent working relationships with key print, broadcast and trade press/media.
<b>2.</b>	Contribute to the provision of a professional, proactive corporate communications and crisis management service
<b>3.</b>	Lead on all Barrow development communications and engagement in collaboration with the relevant partners involved and delivery teams to raise the visibility of the university's presence in a new location.

4.	Through effective communications and events activity, maintain relationships with partner organisations and other external stakeholders to encourage support and advocacy
5.	Lead on social media management and evaluation associated with the project
6.	Create compelling and engaging digital and physical content that continues to raise the profile of the new campus across a variety of audiences
7.	To act as an account manager and first point of contact for the Barrow development communications requirements and provide professional expertise and advice on all issues relating to communicating and engaging with key audiences in line with the project's strategic aims

### **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.

### Health & Safety Statement

All employees at the University of Cumbria are required to ensure that all duties and responsibilities are discharged in accordance with the University's Health and Safety at Work policy. They should take reasonable care for their own health and safety and that of others who may be affected by what they do or do not do. Employees should correctly use work items provided by the University, including personal protective equipment in accordance with training or instructions.

<b>Criteria for Grade 6</b> <b>Role Title: Communication and Engagement Officer (Barrow)</b>	<b>Essential/ Desirable</b>	<b>To be identified by:</b>
<b>Qualifications</b> 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.  CIPR professional qualification, working towards or membership of Professional Body.	Essential  Desirable  Desirable	Application Form  Application Form  Application Form
<b>Experience</b> Experience of developing effective communications strategies and campaigns to boost engagement with multiple audiences.  Experience of audience identification, research and analysis to effectively develop new communications techniques  Experience of using communication databases and/or software and social media within communications activities  Experience of copy writing for various audiences and the ability to proof read text for internal and external platforms and publications  Experience of commissioning photography to enhance communications campaigns.  Experience of delivering successful stakeholder events to connect and build relationships with key partners, influencers and other industry leaders  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  Essential  Essential  Essential  Desirable  Essential  Desirable	Supporting Statement/ Interview  Application Form/ Interview  Application Form/ Interview  Application Form/ Interview  Application Form/ Interview  Supporting Statement/ Interview  Application Form / Interview
<b>Knowledge, skills and abilities</b> Strong working knowledge of digital, broadcast, print regional and trade media with a proven track record of securing proactive media coverage	Essential	Supporting Statement / Interview

Advanced copywriting, proofing and grammar skills with an appreciation for what makes a good story, able to transform complex data/narratives into easy to understand storytelling.	Essential	Supporting Statement / Interview
Able to apply a detailed understanding of communications and engagement and its underlying principles to act as a main point of contact/ point of referral for specific procedures, systems and processes etc	Essential	Application Form/ Interview
Ability to develop and project manage complex communications campaigns and events delivery to meet the overarching strategic aims of an organisation	Essential	Application Form / Interview
Ability to apply excellent copywriting skills to produce effective copy for a variety of audiences and across multiple channels (both online and offline)	Essential	Supporting Statement/ Interview
Account management skills and ability to advise on appropriate communications channels and approach depending on required outcomes.	Essential	Application Form/ Interview
Enquiring mind and skills to develop new and innovative communications techniques and approaches to best meet the needs of stakeholders to enhance engagement and understanding	Essential	Application Form/ Interview
Ability to anticipate, analyse and mitigate reputational risks, resolve problems and adapt to rapidly changing circumstances.	Essential	Application Form/ Interview
Ability to produce eye-catching graphics and design materials for use on several different digital communications channels.	Essential	Application Form/ Interview
Skills to research collate and edit material for inclusion in reports/other documents.	Desirable	Application Form / Interview
Project management 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. Ability to work to tight deadlines.	Essential	Application Form / Interview
Well-developed analytical/problem solving capability to perform detailed analysis of information and identify issues to support decision making.	Essential	Application Form / Interview
Ability to provide detailed guidance, coaching, and instruction to develop the knowledge and skills of others.	Essential	Application Form / Interview
Knowledge of relevant IT packages, information systems and procedures, ability to adapt/transfer skills to use new technology/media development and	Essential	Application Form / Interview

<p>maintenance of websites eg Office 365, CRM systems, photoshop, Canva, Excel and PowerPoint.</p> <p>Professional approach to work and work colleagues and an ability to work independently and show initiative.</p>	<p>Essential</p>	<p>Application Form/Interview</p>
<p><b>Other</b>  Commitment to the <a href="#">strategic plan and values</a> of the University especially in relation to equality of opportunity at work and a healthy and safe working environment.</p>	<p>Essential</p>	<p>Interview</p>