# Generic job description and selection criteria

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| Job title | Communications Officer |
| Department |  |
| Grade and salary | Grade 7 |

## Job description

**Key responsibilities**

* Professionally deliver some aspects of the department’s communications strategy.
* Write, edit and proofread a range of communications materials for broad audiences, including newsletters, blog posts, briefings and reports.
* Develop and update online communications for the department, including the department’s intranet, website and social media channels.
* Plan and organise events as part of the communications strategy.
* Select and implement appropriate methods for evaluating communications activities, analysing the results to inform future strategy.
* Oversee the production of promotional materials for departmental campaigns and events, including dedicated websites, brochures, leaflets and posters.
* Identify and engage with a range of stakeholders and audiences, providing timely and relevant information to them as appropriate.
* Deliver tailored communications training and advice sessions to subject matter experts in the department, creating original training material for this purpose.
* Act as point of contact for less experienced team members, providing day-to-day guidance and allocating tasks.
* Ensure that departmental communications follow the University guidelines on branding, and encourage others to use them.
* Be an active member of the University’s Communication Officers network and/or other relevant networks/groups in order to share information, promote best practice and ensure cross-University communications are coordinated.

**Selection Criteria**

**Essential**

* Educated to degree level or equivalent professional experience.
* Extensive communications experience in print, digital and social media.
* Proven experience in producing effective web content.
* Excellent writing skills and attention to detail, with a proven ability to communicate complex concepts to a non-specialist audience.
* Excellent interpersonal skills, including diplomacy and the ability to inspire the confidence of senior colleagues.
* Ability to work independently in a complex environment, taking initiative when necessary and prioritising effectively to meet deadlines.
* Proficiency working with a range of computer-based and online applications, including website content management systems.
* Excellent research and analytical skills, including the ability to interpret complex data.

**Desirable**

* Professional qualification in public relations or marketing
* Experience working in higher education
* Knowledge or interest in subject area of the department