

JOB DESCRIPTION

POST: Communications Officer

GRADE: Operational 1

DIRECTORATE: Universities UK International (UUKi)

REPORTING TO: Senior Communications Officer (line manager)

JOB SUMMARY: Universities UK International is looking for a dynamic Communications Officer to join our busy External Affairs team of five people, working closely with colleagues across the international directorate and with those in the wider Universities UK team.

This is a fantastic role for someone who is keen to develop their skills across the full range of communications functions, including events marketing, content development, blogs, media and social media, events, publications, website management, and stakeholder communications. The role would suit someone who enjoys working in a fast-paced environment.

The post holder will join our External Affairs team at a crucial time, with our member universities navigating both the ongoing impact of the Covid-19 pandemic and the implications of the UK's exit from the EU.

Main responsibilities

Events and events marketing

- Play a key role in the development and delivery of UUKi's four annual conferences, including our flagship [International Higher Education Forum](#), as well as smaller events such as webinars.
- Particular responsibility for developing and delivering events marketing plans, including copywriting, e-marketing, social media, blogs, delegate guides and partner marketing.

Publications and collateral

- Support the Senior Communications Officer in the production of UUKi's [corporate publications](#) including major research reports. This involves liaising with policy colleagues, researchers, designers and printers and working with colleagues to promote our flagship publications.
- The post-holder will have responsibility for the proofreading, design and publication of some reports.

Campaigns

- Developing and designing content (for example copy, reports, films, infographics), and support on media and social media and liaison with partner organisations for UUKi's campaign work to achieve our strategic objectives.

Brand management and website development

- The post holder will play an important role in the refresh of UUKi's website.
- Oversee use of UUKi's brand across all channels and UUKi-associated programmes.

Digital content, media and social media

- Lead on development and delivery of UUKi's content plan for digital and social platforms including drafting, overseeing design of, and uploading web content - particularly for our [blogs](#) and social media content ([Twitter](#), [LinkedIn](#)).
- Lead evaluation of these channels and make sure this insight is used to continuously improve UUKi's digital outputs and engagement. Particular responsibility for compiling a monthly evaluation report with support from External Affairs colleagues.
- Some liaison with journalists – particularly sector media and international media – to promote our work and key messages, supported by the Senior Communications Officer.

Member communications

- Support External Affairs colleagues in delivering member communications, including writing, collating and proofreading content.

Some overnight travel and flexibility of working hours may be required.

This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

PERSON SPECIFICATION

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GRADE: Operational 1

DIRECTORATE: Universities UK International

Essential/ Desirable	QUALIFICATIONS AND TRAINING	ASSESSED
	A. WORK BACKGROUND AND EXPERIENCE	
<i>Essential</i>	A degree or equivalent experience	<i>Application</i>
<i>Essential</i>	Experience in a communications environment, including: proofreading and copywriting, digital marketing (including for events); management of social media channels including evaluation	<i>Application/ Interview</i>
<i>Desirable</i>	Experience working in an international context and/or in the education sector	<i>Application/ Interview</i>
<i>Desirable</i>	Political awareness	<i>Application/ Interview</i>

B. SKILLS AND APTITUDES REQUIRED		
	Communication	
<i>Essential</i>	Excellent written and oral communications skills, with experience of explaining complex ideas in an accessible way for newsletters, annual reports, social media etc.	<i>Application/ Interview</i>
<i>Essential</i>	Excellent attention to detail, including the ability to write clear and compelling copy for websites, press releases, social media, etc.	<i>Application/ Interview</i>
<i>Essential</i>	Experience of managing social media accounts (Twitter, LinkedIn) and some experience of blog writing/editing, media and social media monitoring, website content management and use of databases	<i>Application/ Interview</i>
	Interpersonal and team working skills	
<i>Essential</i>	Experience and ability to work within teams supporting others and contributing to team decisions	<i>Interview</i>
<i>Desirable</i>	Experience of working with external stakeholders	<i>Application/ Interview</i>
C. SPECIALIST KNOWLEDGE RQUIRED		
	Sector and subject awareness	
<i>Essential</i>	Knowledge of and interest in higher education issues	<i>Application/ Interview</i>
<i>Desirable</i>	Experience of using design packages (Adobe Photoshop and InDesign) and producing video content	<i>Application/ Interview</i>
D. PERSONAL QUALITIES		
	Planning and organisation	
<i>Essential</i>	Flexible to the needs of the organisation	<i>Interview</i>
<i>Essential</i>	Highly organised: ability to plan and manage one's own time effectively and several projects at once, and to deliver these on schedule	<i>Application/ Interview</i>
<i>Essential</i>	Resilience and ability to maintain high-quality outputs, even when under pressure, in a fast-paced environment	<i>Application/ Interview</i>
<i>Essential</i>	Understanding of, and commitment to, equality and diversity as set out in UUK's equality and diversity policy	<i>Application/ Interview</i>

BACKGROUND

The UK can be proud of having one of the best university systems in the world. International links contribute immeasurably to this success. UUKi exists to ensure our universities thrive internationally in education, research, and the exchange of staff and students.

In everything we do, we seek to advance towards our strategic aims which are:

- Attract a growing number of international students to the UK
- Increase international research collaboration, especially through the creation of the conditions and funding to support it
- Double outbound student mobility from the UK
- Increase the number of students studying for UK qualifications overseas.

We achieve this via a busy programme of engaging and influencing, building evidence and informing, both in the UK and in priority countries around the world.

To give you a taste of our activities, in the academic year 19/20, we:

- Supported our members, UK universities, through the Covid-19 pandemic, securing substantial policy changes, providing advice and guidance, and a space for the sector to collaborate.
- Supported our members through the UK's exit from the EU, leading sector-wide activities to prepare UK universities for the end of the transition period.
- Published our annual [scale of UK HE transnational education report](#), identifying that 142 UK universities report TNE students in 226 countries and territories worldwide, more than ever before. Alongside this, we launched a [new interactive webpage](#) for TNE practitioners and strategists.
- Launched the third and final year of our [Go International: Stand Out](#) campaign aiming to double the percentage of UK-domiciled students who study, work or volunteer abroad during their undergraduate degrees.
- Created a digital campaign that reached 10 million people. The campaign, #WeAreTogether, aimed to support and reassure international students studying or due to study in the UK during Covid-19.
- Achieved a five-fold increase in the uptake of our [Newton Fund](#) partner matching service (compared to 2018/19).
- Led 14 [delegations](#), meeting with over 170 high level representatives; held four conferences and 18 [network meetings](#) attracting over 2500 attendees from universities and organisations in the UK and around the world; held webinars with 1724 attendees; and produced 10 UUKi [reports and publications](#).

And much more besides – see www.international.ac.uk for more information.

You can find our latest annual report [here](#).