

## JOB DESCRIPTION

**POST:** Communications Officer  
**GRADE:** Operational 1  
**DIRECTORATE:** Universities UK International (UUKi)  
**REPORTING TO:** Communications Manager

**This is a great 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 and publications; and who enjoys working in a fast-paced environment.**

### **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 four 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 17/18, we:

- Led 18 [delegations](#) across 19 countries, meeting with over 800 high level representatives, held 15 [network meetings](#) attracting 553 attendees from 146 universities and four conferences
- Produced 15 UUKi [reports and information notes](#) which were downloaded over 4,000 times
- Designed and launched the [Rutherford Strategic Partnership Grant](#) programme, funded by Department for Business, Energy and Industrial Strategy
- Launched the [Go International: Stand Out](#) campaign aiming to double the percentage of UK-domiciled students who study, work or volunteer abroad during their undergraduate degrees. 81 universities signed up in the first year
- And much more besides – see [www.international.ac.uk](http://www.international.ac.uk) for more information.

We are now 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.

## **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
- Particular responsibility for developing and delivering events marketing plans (including copywriting, e-marketing, social media, blogs, delegate guides and partner marketing).

### **Publications and collateral**

- The post holder will be responsible for leading production of UUKi's [corporate publications](#) including major research reports
- This involves liaising with researchers, designers and printers and working with colleagues to promote our flagship publications.

### **Campaigns**

- Developing content (for example copy, reports, films, infographics), design, media and social media and liaison with partner organisations for UUKi's campaign work to:
  - promote the UK as a study destination in key international markets, working closely with organisations including the British Council
  - increase the number of students working, studying or volunteering abroad as part of their undergraduate degree programmes.

### **Brand management**

- 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 the [news and opinions](#) pages), 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
- Some liaison with journalists – particularly sector media and international media – to promote our work and key messages.

Some overnight travel and flexibility of working hours will 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

**POST:** Communications Officer  
**GRADE:** Operational 1  
**DIRECTORATE:** Universities UK International

<b>Essential/ Desirable</b>	<b>QUALIFICATIONS AND TRAINING</b>	<b>ASSESSED</b>
	<b>A. WORK BACKGROUND AND EXPERIENCE</b>	
<i>Essential</i>	A degree or equivalent experience	<i>Application</i>
<i>Essential</i>	Experience in a communications environment, including: digital marketing (including for events); management of social media channels including evaluation; and events marketing	<i>Application/ Interview</i>
<i>Desirable</i>	Experience working in an international context and political awareness	<i>Application/ Interview</i>
	<b>B. SKILLS AND APTITUDES REQUIRED</b>	
<i>Essential</i>	Excellent writing and proofreading skills including the proven ability to write for different audiences and platforms	<i>Application/ Interview</i>
<i>Essential</i>	Ability to analyse large amounts of complex information and reproduce it in a comprehensive, clear and concise manner for newsletters, annual reports, keynote speeches etc.	<i>Application/ Interview</i>
<i>Essential</i>	Ability to work in a team using tact and influencing skills	<i>Application/ Interview</i>
	<b>C. SPECIALIST KNOWLEDGE REQUIRED</b>	
<i>Essential</i>	Experience of design process/liaising with designers and of using CMS systems	<i>Application/ Interview</i>
<i>Desirable</i>	Experience of using design packages (Adobe Photoshop and InDesign) and producing video content	<i>Application/ Interview</i>
<i>Desirable</i>	An understanding of higher education, including its portrayal in the media	<i>Application/ Interview</i>
	<b>D. PERSONAL QUALITIES</b>	
<i>Essential</i>	Evidence of results-driven approach to work plus ability to plan and manage their own time; to work on several projects at once; and to meet tight deadlines	<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>