

## JOB DESCRIPTION

**POST TITLE: COMMUNICATIONS AND CAMPAIGNS OFFICER – Full time**

**Duration: Permanent**

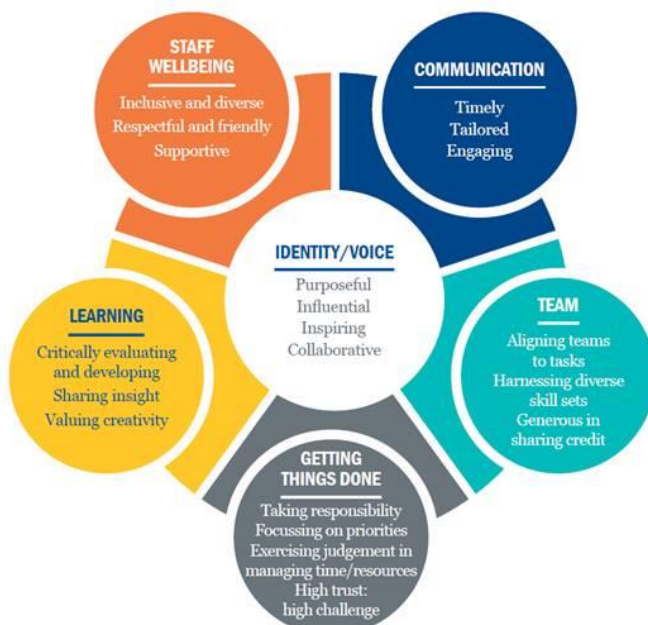
**Salary: £32,048 - £36,742**

**RESPONSIBLE TO: HEAD OF EXTERNAL AFFAIRS AND POLICY OF UNIVERSITIES WALES**

The post holder will be responsible for delivering Universities Wales' communications and campaigns activity. Working with the Head of External Affairs and Policy, this role will work to increase the reach and impact of Universities Wales' work, helping deliver Universities Wales' mission to support a university education system which transforms lives through the work Welsh universities do with the people and places of Wales and the wider world.

The post holder will also work in collaboration with colleagues to facilitate Universities Wales' Communications Network, and make an active contribution in ensuring that Universities Wales, as the voice of Welsh universities, is effective and authoritative in influencing decisions affecting higher education

### UUK Values and Behaviours



## **Main Responsibilities**

- To deliver Universities Wales' communications and campaigns activity, identifying and delivering appropriate opportunities to raise the profile and further the strategic aims of universities in Wales and those of the organisation.
- Identifying suitable publication and communications opportunities for Universities Wales to promote Universities Wales' work and strategic aims. Oversight of the timely preparation of any publications in conjunction with the team including liaison with third parties such as designers and translators.
- To plan campaigns to deliver upon Universities Wales' objectives.
- To write for a range of audiences including press releases, blogs, and articles for press, online and sector publications.
- To take lead responsibility for maintaining an accessible, up-to-date and well-focused website, working with colleagues to develop relevant content. To continue to grow and develop Universities Wales' social media reach, using it to clearly communicate Universities Wales' work and engage a wide group of stakeholders.
- To monitor press and media and highlight any issues that may have particular relevance for the organisation.
- To liaise with UUK on issues, ensuring wherever possible a coordinated approach on issues between Universities Wales, Universities UK and Universities Scotland.
- To work effectively as a member of the office team in sharing insights, information and expert knowledge, providing support to colleagues in a busy working environment, and responding to a high and sometimes unpredictable demand in a flexible manner.
- To support the delivery of the organisation's public affairs aims including supporting the Head of External Affairs and Policy in delivering influencing activity including at Welsh political party conferences and through engagement with the National Assembly for Wales.
- To undertake such travelling as may be necessary to carry out the duties of the role.
- To undertake such other duties that may be required from time to time by the organisation.
- To grow and nurture Universities Wales' relationships with key figures in the Welsh media.

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 and Campaigns Officer**

**GRADE: Technical**

**DIRECTORATE: Universities Wales**

Essential / Desirable	Qualifications and Training	Assessed
Essential	A degree or equivalent	Application
	<b>A. Work Background and Experience</b>	
Essential	Experience of creating stories with social media tools	Interview
Essential	Experience of communicating effectively with a range of audiences	Application
Desirable	Public affairs experience including with politicians and government officials	Application
	<b>B. Skills and Aptitudes Required</b>	
Essential	Excellent communication skills, written and verbal	Interview (test)
Essential	Well organised and able to plan and prioritise own workload	Interview
Essential	Ability to write copy and design marketing materials	Interview (test)
Essential	Ability to draw together information from a variety of sources and communicate it in a clear, concise manner	Interview (test)
Essential	A professional approach to work with a willingness to speak honestly, and to be accountable	Interview
Essential	Ability to produce accessible documents in house style	Application
Essential	Excellent attention to accuracy and detail	Application
Essential	Ability to utilise online tools including social media platforms and content management systems	Application
Essential	Ability to plan and manage own time, several projects at once and to deliver them on schedule	Interview
Desirable	Ability to communicate in Welsh	Application
Desirable	Maintaining databases of press contacts, media impact and similar	Application
	<b>C. Knowledge Required</b>	
Essential	An understanding of how to implement different communications and campaigns approaches to deliver organisational goals	Application

Desirable	A good understanding of higher education in Wales and the political landscape	Application
<b>D. Personal Qualities</b>		
Essential	Willing to travel to other parts of Wales, the UK and Europe.	Application
Essential	Flexibility to meet the needs of the organisation and ability to multitask in a small office environment	Interview
Essential	Positive attitude while being able to work in a pressurised environment	Interview