

JOB DESCRIPTION

POST TITLE: Campaigns Coordinator

GRADE: Op 2

RESPONSIBLE TO: Web and Digital Communications Manager Communications Group, Universities UK

This is a fixed term role until end of July 2020.

JOB SUMMARY:

The Campaigns Coordinator will support the work of MadeAtUni, the university sector's public impact campaign, and the production and presentation of high-quality, accessible and impactful content for use across a range of communications channels and campaigns. The postholder will be an excellent communicator (both verbal and in writing) and will play a key role in securing stakeholder support with an ability to persuade and enthuse current and potential campaign supporters.

There will be opportunities to work across all digital areas including publications and digital assets for use on social media. This post would suit an outgoing individual with the confidence to make calls and deliver impactful presentations to enlist support for our campaigns from businesses, charities, universities, politicians, and media. Experience of editing and creating/designing digital and web content, pitching ideas over the phone and in presentations, with well-developed administrative and organisational skills including use of Excel and other data to capture information and produce reports. Excellent interpersonal skills, a creative mindset, and the ability to work collaboratively with colleagues across the Communications and Policy Groups are essential.

Main responsibilities

The duties of the post will include the following:

1. Stakeholder management: Assisting the Campaign Manager, Deputy Director and Director to build relationships with member institutions and key stakeholder organisations for MadeAtUni. Responsible for day-day liaison with universities contributing to the campaign, advising on use of campaign assets and other materials. Deputising for the Campaign Manager on occasion, including presenting to/attending meetings with stakeholders and quickly able to develop contacts with them.
2. Responsible for coordinating regular evaluation and analysis reports to help the Campaign Manager report to the Programme Board and enable continuous improvement and to show how the campaign is progressing in written and verbal presentations to colleagues and agencies. Ability to use monitoring tools, Excel and attention to detail required,
3. Assisting campaign development to ensure the campaign messages reach the right audiences using the right channels. Including liaising with agencies, and suppliers; contributing to the planning and delivery of campaign materials across the digital channels.
4. Social media channel management: leading the development of a UUK digital channel, working as a channel deputy on another and developing the three MadeatUni channels to support the campaign.
5. Assist the Digital Content Producer with the management of UUK outputs/content, including coordination of design, editing and proofreading; liaising with colleagues and external suppliers; planning and/or creating associated content eg promotional social media graphics; and ensuring outputs are accurate, accessible, and follow UUK brand guidelines and house style. This



	includes external publications, email newsletters, videos and the website, and internal content for UUK's members.
6.	Support the Web and Digital Communications Manager to ensure the smooth running of the UUK website and intranet, including uploading content, ensuring accuracy of content, troubleshooting and general administration including monitoring QA reports and analytics.
7.	Responsible for managing the info box service, responding, developing a knowledge bank of answers and forwarding email enquiries to relevant UUK staff. Managing the UUK subscriptions administration, ensuring that records are kept up to date.
8.	Working on the press headlines rota once a week, usually a Monday.

PERSON SPECIFICATION

POST: Campaigns Coordinator

Essential/ Desirable	QUALIFICATIONS AND TRAINING	ASSESSED
	A. WORK BACKGROUND AND EXPERIENCE	
<i>Essential</i>	Experience of working with internal and external stakeholders in a communications / coordination role.	<i>Application form/ interview/</i>
<i>Essential</i>	Experience of editing or proofreading in a professional environment.	<i>Application form/ interview/</i>
<i>Essential</i>	Experience of editing and writing for digital platforms including the web, intranet, email newsletters (including using an HTML tool (eg MailChimp / Dotmailer).	<i>Application form/interview</i>
<i>Essential</i>	Experience of digital content creation and editing, including photo editing, the recording and editing of video and audio.	<i>Application form</i>
<i>Essential</i>	Computer literacy including Word, Outlook, PowerPoint and experience of using Excel to analyse data and compile reports.	<i>Application form</i>
<i>Essential</i>	Educated to degree level with a very high standard of written English.	<i>Application form/interview</i>
<i>Essential</i>	Experience of growing social media platforms and social content strategy.	<i>Application form</i>
<i>Essential</i>	Experience of using the Adobe suite for graphic design, including InDesign, Illustrator, and Photoshop.	<i>Application form</i>
<i>Essential</i>	Experience of using Final Cut Pro or similar.	<i>Application form</i>
<i>Essential</i>	Experience of using content management systems.	<i>Application form</i>
<i>Desirable</i>	Experience of producing accessible and usable content across platforms and devices	<i>Application form</i>
	B. SKILLS AND APTITUDES REQUIRED	
<i>Essential</i>	Proven analytical and communication skills. A high level of written and spoken English, able to write persuasively, succinctly and accurately for a range of audience – public and internal.	<i>Application form/ interview/test</i>
<i>Essential</i>	Excellent verbal communication skills with the ability to deliver high quality presentations to a range of audiences.	<i>Application form/ interview/</i>
<i>Essential</i>	Good standard of proofreading and attention to detail in the drafting of written materials.	<i>Application form</i>



<i>Essential</i>	Confident when dealing with external enquiries, using appropriate diplomacy and tact. Strong interpersonal skills, ideally with experience of working in a small team environment.	<i>Application form</i>
<i>Essential</i>	Ability to provide proactive and timely support and prioritise own workload to ensure it is delivered on schedule.	<i>Application form</i>
<i>Desirable</i>	Ability to manage third party suppliers, ensuring the provision of an effective service and value for money.	<i>Application form</i>
C. SPECIALIST KNOWLEDGE REQUIRED		
<i>Desirable</i>	Interest / knowledge of the HE Sector	<i>Interview</i>
D . PERSONAL QUALITIES		
<i>Essential</i>	Experience and ability to work within teams supporting others and contributing to team decisions.	<i>Application form</i>
<i>Essential</i>	Demonstrates ability to act flexibly under pressure.	<i>Interview</i>

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.