

## JOB DESCRIPTION

**POST TITLE:** Communications and Engagement Officer, Wales Innovation Network

**Duration:** Open-ended

**Location:** The place of work will nominally be a Universities Wales office, Cardiff or Bangor, but alternative locations and flexible working arrangements may be agreed subject to approval by the Director.

**Salary:** £32,689 - £37,477

**RESPONSIBLE TO:** Universities Wales Communications and Campaigns Officer

**JOB SUMMARY:** This Wales Innovation Network Communications Officer post sits within Universities Wales and reports to the organisation's Communications and Campaigns Officer. The post holder will be responsible for delivering communications activity relating to the Wales Innovation Network brand.

The Wales Innovation Network (WIN), which was established in response to Professor Graeme Reid's 2020 report 'Strength in Diversity', which recommended the creation of a new initiative to tap into the diversity of Wales' research and innovation capacity through collaboration. WIN aims to facilitate collaboration between Welsh universities and partnerships with external bodies, in order to increase the grant capture by Welsh universities. It seeks to raise the profile of Welsh research and innovation within Wales, the UK and globally.

The WIN communications function will have two key objectives. The first is to support the delivery of the WIN programme to develop collaborative partnerships. The post holder will be responsible for delivering an effective communications programme, ensuring that WIN reaches and engages with relevant stakeholders. The post holder will work with the Head of WIN and the WIN Partnership Managers to design and publicise events that support the delivery of the WIN programme.

The second function is to grow the profile of Welsh research and innovation in the UK and globally. Working with Universities Wales colleagues and stakeholders from across the sector, the post holder will be responsible for programme of communications and engagement to promote Welsh research and innovation strengths.

The post is offered as a full-time position, but consideration will be given to applications for part time and flexible working patterns. Universities Wales has offices in Cardiff and Bangor and operates a hybrid (office/home) working model.

### Main Responsibilities

1. To work with the Head of WIN, Communications and Campaigns Officer and other relevant stakeholders to develop and deliver a comprehensive communications strategy for WIN, identifying and delivering appropriate opportunities to promote the work of WIN and Welsh research and innovation, and to reach relevant stakeholders with appropriate communications activity.

2. As part of the communications strategy, to deliver effective communications to support the delivery of the WIN programme of forming research and innovation collaborations. Communications should ensure that the profile of WIN and the services that it offers are raised with relevant stakeholders to enable the delivery of the WIN programme.
3. As part of the communications strategy, to deliver an effective programme of communications and engagement events to promote Welsh research and innovation to key stakeholders in Wales, the UK and globally.
4. Alongside the Head of WIN and WIN Partnership Managers develop the content of events that support the delivery of the WIN programme.
5. Working with the Head of WIN and Communications and Campaigns Officer, to develop a social media presence for WIN and implement a social media strategy to serve the objectives of WIN.
6. Working with the Communications and Campaigns Officer to respond to relevant media enquiries in a timely and appropriate manner.
7. Monitoring press and media and highlight any issues that may have particular relevance for the Wales Innovation Network and more broadly for the research and innovation agenda as applied to Wales.
8. To work closely with the Universities Wales policy and external affairs team to ensure alignment and consistency of communications. More broadly, to work effectively as a member of the wider Universities Wales team to share 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.
9. To manage publications and produce content for a range of audiences; to include newsletters, press releases, blogs, and articles for press, online and sector publications. Timely preparation of any publications in conjunction with the WIN team and any third parties such as designers, agencies and/or translators.
10. Maintaining and developing WIN's online presence, including producing content for the Universities Wales website.
11. To liaise with counterparts at Welsh universities, UUK and other relevant bodies to ensure a coherent and coordinated approach on issues of interest to WIN.
12. Contribute to the monitoring and evaluation of the WIN programme, putting in place appropriate monitoring of communications and engagement activity to allow reporting to the WIN Board, Universities Wales Committee and funders.
13. To undertake such travelling as may be necessary to carry out the duties of the role.

14. To undertake such other duties that may be required from time to time by the organisation.

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.

### UUK Values and Behaviours



## PERSON SPECIFICATION

**POST TITLE:** Communications and Events Officer, WIN – Full time

**Duration:** Open-ended

**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	Experience of organising professional events	Application
Desirable	Experience of working for a membership or higher education organisation	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
Desirable	A good understand of research and innovation communications	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