Communications Manager
Department of Biology

Closing date: 8 July 2018
Interview date: To be confirmed
Vacancy reference: 6773
INTRODUCTION

This is an excellent opportunity to join the unique research programme N8 AgriFood. You will be responsible for leading in the design and implementation of a communication strategy for the 8 research intensive universities based in the north of England. This is an exciting time to join the programme, bringing innovative communication methods to our important work, which aims to influence changes in the agrifood sector which will contribute to a more sustainable food system fit for the future.

We are looking for an experienced, creative and innovative communication professional with great energy and personality to work across the 8 universities to help us articulate the impact and breadth of our activities.

You will play an important role in communicating research activities, research evidence and impact generated by the N8 institutions. You will have experience of translating research activity into key messages for multiple audiences outside academia. With excellent writing skills you will also have experience of using social media. You will have first rate interpersonal and communication skills and demonstrate a high level of accuracy and attention to detail. You will work well under pressure, managing your priorities through forward planning and enjoy working as part of a team while independently managing your own remit.
Main purpose of the role

Reporting to the Operations Director (OD), the N8 AgriFood Communications Manager will work closely with the N8 Secretariat team based in York and with academics and stakeholders from across the N8 AgriFood collaboration to implement a communications strategy for the programme. The role holder will coordinate and produce a portfolio of communications materials and will also be responsible for managing the programme website and social media strategy.

Key responsibilities

- Act at the key interface in the design and implementation of a communication strategy for the N8 AgriFood programme, taking the initiative to prioritise the production of materials and troubleshoot issues that arise during implementation

- Work with the Academic Leads, Chairs, Secretariat and Knowledge Exchange Fellows from across the 8 institutions to identify key opportunities to produce materials that will articulate the results of our research and collaborative activities

- Create and write materials such as policy briefs, research briefs, case studies, infographics and learning papers, to translate research and collaborative activities into key messages for multiple audiences outside academia

- Provide professional advice and guidance to senior staff on communications strategies. Act as the primary focal communications contact for the programme, taking the lead role in galvanising and motivating teams and individuals to ensure a joined up approach to communications across the programme

- Liaise with colleagues from the N8 public relations team and the 8 University communications and media departments to manage the strategy and delivery of appropriate materials for specified media outlets

- Lead in the development of social media strategies for all information channels creating a strong web and social media presence for the programme

- Manage the maintenance of the programme website including, monthly briefings with the website designer and monitoring and planning the development of the website

- Attend bi-monthly Operations Group meetings to update on communication activities

- Working together with the Events and Business Engagement Manager, promote N8 AgriFood events via social media, website content, public relations and the production of marketing material

- Support the Academic and Operation Directors and senior programme leaders in achieving the strategic aims of the impact framework, in a manner consistent with the strong collaborative ethos of the program

- As a member of the N8 Agrifood Secretariat participate in the decision making process on the use of resources, and management of the communications budget and expenditure. Work closely with the Grants & Finance Coordinator, to prepare and manage the communications budget and expenditure
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>University degree or equivalent knowledge/experience in a communications field</td>
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<td>Professional Communications qualification or equivalent relevant experience</td>
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### Knowledge

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<tr>
<td>High level of knowledge in the use of all standard Microsoft Office and Google applications, website creation and social media (or equivalent software/systems)</td>
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<td>Knowledge of communications techniques and channels to deliver and implement communications strategies</td>
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<td>Understanding of editorial processes</td>
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<td>Knowledge of agri-tech and agri-food business sector</td>
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<td>Knowledge of university administration</td>
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### Skills, abilities and competencies

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<tr>
<td>Able to analyse and solve problems, offering a range of solutions that include relevant quality, resource and budget implications</td>
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<td>Able to build good working relationships and liaise at all levels</td>
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<td>Able to build networks within and outside the institution to maximise opportunities for the N8 Agri-Food</td>
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<td>Excellent written language skills</td>
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<td>Understanding of digital communications channels including websites and social media</td>
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<td>Able to work to tight deadlines; to handle multiple projects and operational duties simultaneously; to balance and prioritise workload within these and manage expectations of stakeholders</td>
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<td>Ability to work on own initiative, with minimal supervision, but to recognise when to seek advice from others</td>
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<td>Excellent planning and organisational skills</td>
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<td>Excellent interpersonal and communication skills</td>
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# PERSON SPECIFICATION

## Experience

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<tr>
<td>Experience of translating and communicating complex information for a variety of audiences</td>
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<td>Experience of writing complex and high-level quality materials, showing a high level of accuracy and attention to detail</td>
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<td>Experience of building a digital presence for an organisation or programme, delivering engaging web content and coordinating social media campaigns</td>
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<td>Experience of using and maintaining social media accounts</td>
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<td>Experience of working with website developers</td>
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<td>Experience of using evaluation and impact tools and/or techniques</td>
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<tr>
<td>Developing and delivering a long-term and complex communications strategy to a large and varied audience</td>
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## Personal attributes

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<tr>
<td>A proactive, energetic, professional and thorough approach to work and project delivery</td>
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<td>A broad outlook able to reconcile the cultures of academia, industry and the public sector</td>
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<td>Able to establish and nurture productive working relationships across large and structurally complex organisations</td>
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<td>Able to communicate and persuade with clarity and enthusiasm</td>
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<td>Friendly, tactful and culturally aware</td>
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<tr>
<td>Confident, professional and able to work as part of a team</td>
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THE DEPARTMENT

Department of Biology

Our department welcomes staff and students from around the world. We celebrate excellence, breadth and diversity across the spectrum of modern biology.

Our research is focused around fundamental science research foci, which are Cell and Developmental Biology, Molecular and Cellular Medicine, Bioinformatics and Mathematical Biology, Infection and Immunity, Ecology and Evolution, Microbiology, Biochemistry and Biophysics and Plant Biology. The Department has successfully continued to establish state-of-the-art laboratory space and maximise our existing space and a new teaching building opened in Autumn 2016. In the 2014 Research Excellence Framework (REF) exercise, the Department of Biology was again placed in the top 10 in the UK. We are ranked 1st for impact outside academia - our research has had major influence on environmental policy, industry and health. This demonstrates our strengths across the biological sciences: from ecology to biochemistry, biotechnology and biomedical sciences. The Department of Biology covers the spectrum of contemporary biological sciences with no internal barriers, and collaboration internally and externally is strongly encouraged. Our Department comprises >70 academic and teaching staff, >100 research associates, >140 professional support staff (technical and administrative), 180 graduate students, and approximately 860 undergraduates. Several senior positions are funded by charities or industry.

Although we are a research-intensive department, our teaching is equally important, and the University holds a Silver Teaching Excellence Framework (TEF) award. Our teaching in the department consistently ranks highly which is reflected in our achievements in the National Student Survey (NSS). We are preparing for departmental TEF awards in 2020. Our aim is to maintain a collegiate atmosphere where academic practice encompasses equitably distributed research, teaching and administrative duties throughout the staff group. Our staff are enthusiastic about interacting with students and have a commitment to delivering high-quality teaching and developing and applying innovative and appropriate teaching techniques using material which creates interest, understanding and enthusiasm amongst students. Staff carry out on-going curriculum review, the review of module content and materials and contribute to the development of teaching and learning strategies.
THE DEPARTMENT

We currently offer the following degrees within the Department:

BSc/MBiol Biology
BSc/MBiol Ecology
BSc/MBiol Genetics
MSc Biodiversity, Ecology and Ecosystems
BSc/MBiochem Biochemistry
BSc/MBiol Molecular Cell Biology
BSc/MBiol Biotechnology and Microbiology
MSc Industrial Biotechnology
BSc/MBiomedSci Biomedical Science
MSc Molecular Medicine
MSc By Research
MPhil
PhD

In addition we run a prestigious BBSRC funded Doctoral Training Partnership (DTP) which brings together the very best molecular, chemical and cellular bioscience research across the White Rose Consortium of Universities (Leeds, Sheffield and York), which maps on to the research themes of the BBSRC. Students benefit from a regional PhD training programme that has interdisciplinary collaboration at its core. This enables students to develop a range of research skills in biological and biochemical areas as well as equip them with core mathematical, data analysis and generic professional skills that are necessary for bioscience research in the coming decades.

As befits a department of our size, we have extensive professional support services which underpin our teaching and research. This includes teams in operational services; horticulture; stores and logistics and teaching laboratory technicians. We provide excellent biological services facilities and mechanical and electronic workshops. We also have administration teams which cover; Health and Safety; Research support to assist with external funding proposals for research activities; a Student and Academic Services team in place to support academic staff and students; a core Department Management Team Hub who support a broad range of administrative processes in order to facilitate the smooth running of departmental activity.
THE DEPARTMENT

We also have our Bioscience Technology Facility which is a unique resource providing a purpose-built facility for our world-class scientists and technologists working across six bioscience research capabilities. Collectively it brings together a unique range of expertise and equipment, and is recognised as a leading example of how to provide research support in the 21st Century. The focus is on six core areas: Bioinformatics, Genomics, Imaging & Cytometry, Molecular Interactions, Protein Production, and Proteomics. The Department has a dedicated bioinformatics support team within the Technology Facility who can provide help and assistance with a wide range of bioinformatics software.

The Department of Biology operates a set of family-friendly policies and welcomes applications that are made on a part-time and job share basis. We will do our best to accommodate such requests where possible. Staff working patterns are flexible and a formal flexitime system is also in operation and the University has a nursery on site. We are proud to foster a supportive culture that helps staff and students reach their full potential and we embrace equality, diversity and inclusion as well as the values of the Athena SWAN Charter in all our departmental activities. Our philosophy is that poor working practices discriminate disproportionately against women whereas good practices support all. We have a Gold Athena SWAN award in recognition of our culture, ethos and activity.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and are ranked 16th in the Times & Sunday Times league table (2017). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we've worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

For further information please visit our employee benefit pages.
The City of York

Internationally acclaimed for its rich heritage and historic architecture, York’s bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford’s Tower and the Shambles - just a few of the many attractions.

But York isn’t just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit [www.visityork.org](http://www.visityork.org) for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain’s best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6773
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 8 July 2018

What will I need?

We will ask you for details of:
- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

Help and assistance

Direct any informal queries to anthonia.james@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835