Communications Officer

Department: Chemistry

Hours of work: 22.20 hours per week (0.6 FTE - 3 days per week)

Contract type: Open

Salary: £34,308 - £42,155 per year (Reduced for part time working)
Main purpose of the role

To develop and deliver effective communications that connect and showcase the Department’s activities both within and beyond the university. The post holder will be adept at identifying, researching, and developing campaigns and stories. They will work with colleagues in central and faculty-based communications and marketing teams and external collaborators to tell those stories through digital and social media, impactful events, compelling internal and external campaigns, and other activities to inspire and engage stakeholders.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

Role Specific Responsibilities

- Working with the Deputy Head of Faculty Operations (DHFO), you will develop and execute an effective and creative communications strategy for the department, playing a critical role in growing and engaging the community.
- Research, create, edit, and proofread a range of communication materials to broad audiences. This may include press releases, newsletters, materials for the Department’s websites and social media channels.
- Work with central and faculty marketing to refresh and update Department web pages to ensure the Department’s research strengths and expertise are communicated clearly and accurately.
- Develop and produce regular content for the department’s digital channels (website, LinkedIn, Twitter, YouTube, podcasts, Facebook).
- Act as the primary focal point for the Department’s media relations activities coordinating major announcements and supporting researchers in maximising the impact of research results.
- Support the DFHO in increasing the Department’s profile and impact among a range of audiences, including identifying new opportunities for engagement.
- Manage the promotion of public engagement opportunities, including events, to build the Department’s profile.
- Play a key role in contributing to the organisation of Department events.
- Establish a network of contacts internally and externally to facilitate the development of profile-raising activities.
- Develop and manage internal and external communication systems, including a contact database and mailing lists.
- Develop and implement systems and processes for identifying and exploiting media opportunities including opportunities presented through social media.

1. University of York Responsibilities for Grade 6

Service and Operational Delivery

- Oversee a responsive and proactive support service to ensure service expectations are met.
- Collect and analyse stakeholder feedback to help define needs and requirements and the design and planning of services.
- Contribute to operational leadership teams and decision making to shape the nature and level of support services.
- Implement changes to the design and development of a service.
- Accountable for delivery of a service within a defined area or defined responsibilities.
Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.

Depending on the role, may be required to act as operational line manager - setting, monitoring and overseeing the work of the team on a day to day basis

Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Analyse service and operational delivery data and provide reports, making recommendations for improvement as appropriate.
- Ensure the review and improvement of systems and procedures in line with University frameworks.
- Review internal and external practice to identify opportunities for future improvements or efficiencies.
- Apply expertise to identify, understand and propose resolutions for issues or problems.
- Proactively identify opportunities for building personal knowledge and skills for self and others.
- Deliver knowledge sharing on specialist defined processes across the broader team.

Specialist Contribution

- Provide advice to stakeholders in relation to complex policies, procedures and regulations.
- Provide specific technical advice to ensure compliance with legislation, statutory duties, etc.
- Provide specialist expertise and support with complexity of data and information sources, providing interpretation and analysis.
- Carry out in-depth, complex investigations or searches; interrogate the information and data to identify trends and patterns.
- Deliver training, teaching and/or development delivery for stakeholders.

Collaboration and Communication

- Establish, maintain and develop productive and ongoing relationships with University stakeholders to create ideas for tactical service or operational delivery development.
- Build relationships and networks internally and externally to build and update knowledge and skills.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.

Governance and Oversight

- Oversee activity to ensure all processes and transactions are delivered in line with regulatory and professional service and policy standards.
- Provide advice and training to stakeholders regarding compliance and regulations relating to the area of responsibility.
- Contribute to the creation or development of policy and procedures to take account of internal and external changes.
- Ensure activities and documents comply with internal University and external regulation, policy and procedures.
Planning and Organisation

- Plan, organise and prioritise own workload (and, where applicable, the workload of team members on a regular basis), taking into account operational needs and changing circumstances of the team over the short to mid term.
- Plan and manage longer term programmes of work, monitoring progress as required.
- Lead the delivery of projects to facilitate service operational change or play a role in University-wide projects.
## Person specification

<table>
<thead>
<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Knowledge of marketing techniques and channels to deliver and implement marketing strategies</td>
<td>Essential</td>
</tr>
<tr>
<td>Understanding of digital communications channels including websites and social media</td>
<td>Essential</td>
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<tr>
<td>Understanding of editorial processes</td>
<td>Essential</td>
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<tr>
<td>Knowledge of organising and contributing to events</td>
<td>Essential</td>
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<tr>
<td>A science-related qualification or experience of an academic scientific environment</td>
<td>Desirable</td>
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### University of York Person Specification for Grade 6

#### Qualifications:

Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience.

**Skills - demonstrates the ability to:**

- Lead projects                                      | Essential
- Gather, analyse, interpret and report complex data/information | Essential
- Use digital technologies including Google applications and/or Microsoft Office | Essential
- Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Essential

#### Behaviours:

- Works collaboratively with others                  | Essential
- Delivers a quality service                         | Essential
- Develops self and others                          | Essential
- Actively champions respect, inclusivity, equality and diversity | Essential
- Identifies and implements continuous improvement   | Essential