Communications Officer (environmental sustainability)

**Department:** Environmental Sustainability Academy at York

**Hours of work:** Full-time | 37 hours per week

**Contract type:** Open

**Salary:** £34,308 - £42,155 per year
Main purpose of the role

This new position is based within the University’s Communications team, and will leverage existing channels across digital (web and social media), internal comms, print, media and events.

You will need to be able to juggle shifting priorities, as well as turn your hand to promoting different kinds of events and activities. You will have multiple audiences and your role will vary; from helping promote the benefits of working with ESAY, building connections between academics, creating new campaigns to inspire our students to take part in research or volunteering, or identifying the best ways to engage third party organisations to partner with us.

The role is also about helping us to be more than a sum of our parts, by coordinating and integrating communications effectively. Promotional activity within teaching, research, policy and our campus operations is well supported, so your role is to bring communicators together, curate or create new content, and horizon-scan to explore different opportunities to engage and connect our community. This means developing close working relationships with communicators in our research institutes, colleagues responsible for internal communications, and roles engaging staff and students to help deliver our University Sustainability Plan. This is an excellent opportunity for someone who loves coordinating, to be part of a dynamic team helping to drive environmental sustainability at the University.

The post-holder needs to reside in the UK and be available to attend regular meetings in York. Hours can be worked flexibly.

Key responsibilities

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

1. Role Specific Responsibilities

- Work with the ESAY leadership team to map key audiences to ensure activity is engaging and effectively targeted;
- Create and curate content to form part of a comprehensive forward plan of opportunities to promote environmental sustainability activities and impact, and the benefits of working with ESAY;
- Produce materials and web content to market ESAY and its services;
- Evaluate the success and effectiveness of ESAY’s communications activity in meeting the academy’s objectives;
- Develop internal and external networks with marketing and communications colleagues to raise awareness of ESAY’s agenda, identify opportunities for closer joint working, and ensure promotional activity is effectively aligned;
- Ensure good understanding and knowledge of York’s communication channels and different agendas/priorities, to ensure ESAY’s key messages and activities are integrated and reinforced;
- Horizon-scan to identify and explore new opportunities to engage and connect our community;
- Support the ESAY leadership team in developing or enhance new partnerships;
- Help coordinate and/or contribute to University events which promote environmental sustainability activities;
● Contribute to academic training programmes by sharing best practice on environmental sustainability communications.
● Advise research staff by providing editorial advice, or support communications planning within proposal development

2. 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

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<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tr>
<td>Educated to degree level, professional qualification, or equivalent experience</td>
<td>Essential</td>
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<tr>
<td>Knowledge of evaluating effectiveness of communication channels, including demonstrable experience of improving digital communications (web and social media)</td>
<td>Essential</td>
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<td>A passion for, and understanding of, the breadth of issues related to the environment and/or sustainable development</td>
<td>Essential</td>
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<td>Evidence of being able to synthesise, co-ordinate and curate materials from multiple sources, tailored to target audiences and presented in different formats (policy briefs, web articles, news stories, social assets)</td>
<td>Essential</td>
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<tr>
<td>Significant experience in managing and developing best practice communication campaigns and engagement activity, to drive behavioural change in a complex organisations</td>
<td>Essential</td>
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<td>Experience of producing, editing and - where necessary - commissioning video/audio content for web and digital channels</td>
<td>Essential</td>
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<td>Exceptional written and verbal communication skills, with ability to communicate complex information and explain research in a responsible, accurate and accessible way</td>
<td>Essential</td>
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<tr>
<td>Dedicated and self-motivated, with evidence of being able to use own initiative and judgement to work independently, as well as the ability to support others and work collaboratively</td>
<td>Essential</td>
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<tr>
<td>Excellent organisational skills, with ability to manage multiple priorities, manage competing demands, and work effectively and flexibly under pressure to meet deadlines</td>
<td>Essential</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
- Gather, analyse, interpret and report complex data/information
- Use digital technologies including Google applications and/or Microsoft Office
Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Essential

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<th>Behaviours:</th>
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<td>Works collaboratively with others</td>
<td>Essential</td>
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<td>Delivers a quality service</td>
<td>Essential</td>
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<td>Develops self and others</td>
<td>Essential</td>
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<td>Actively champions respect, inclusivity, equality and diversity</td>
<td>Essential</td>
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<td>Identifies and implements continuous improvement</td>
<td>Essential</td>
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