IT Communications and Content Developer

Department: IT Services

Hours of work: Full time/37 hours a week

Contract type: Open

Salary: Grade 5/£27,131 – £33,314 a year
**Main purpose of the role**

We’re looking for a passionate and experienced communications professional to join our growing Internal Communications team. The main purpose of the role is to create and manage compelling content and communications, with a primary focus on our IT services and wider IT communications to all staff and students. We’re looking for an individual who is eager to build close working relationships, to develop a deep understanding of the department and be responsible for a range of regular and ad hoc communication activities across a variety of channels. Your work will be designed to create understanding, conversations, engagement and excitement across our staff and student communities.

You will be an ardent communicator with great interpersonal skills, with the confidence to work effectively with colleagues and stakeholders at all levels. You’ll use your experience, initiative and curiosity to develop new ideas and support strategic thinking to grow and develop strong IT communications.

**Key responsibilities**

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

1. **Role Specific Responsibilities**
   - Researching, writing and editing clear copy, often from complex source material, for a range of internal communications and a variety of audiences, ensuring informative and accurate messaging
   - Supporting project communications; communications to stakeholders, web content creation, staff and student specific communications
   - Supporting IT with ad hoc projects, providing responsive communications support as needed and supporting IT with Major Incident communications when required
   - Managing and updating future IT web content, including creating and scheduling social media posts on a variety of topics
   - Supporting IT engagement events
   - Representing IT within the Internal Communications team, sharing knowledge and best practice to enhance audience engagement
   - Making best use of current and future IT channels to further develop university wide internal communications
   - Develop and maintain an understanding of the needs and expectations of staff, student and other audiences
   - Utilising writing and editing skills to develop a regular tone of voice that is consistently applied to everything produced whilst adhering to the university brand

2. **University of York Responsibilities for Grade 5**

**Service and Operational Delivery**

- Undertake day to day decision making for operational aspects of service or delivery, within a designated area of responsibility.
- Deliver services to standards set by others, using initiative and independent action to meet service needs.
- Manage the resolution of escalated issues or queries where the answer requires consideration and application of judgement.
Where appropriate, solicit customer views on the nature and quality of the service provided.
Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
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
- Monitor and review service or operational delivery in conjunction with line manager, recommending / implementing improvements to process, service or governance.
- Contribute to and/or initiate the development and improvement of methods of service delivery.
- Research, analyse and interpret data/findings, using standard methodologies to identify opportunities for improvement. Where appropriate, independently identify and source additional information for consideration.
- Proactively identify opportunities for building new personal knowledge and skills for self and others.

Specialist Contribution
- Provide detailed advice to internal and external stakeholders on service-specific policies, procedures and regulations.
- Carry out investigations, searches and research information and data to identify trends and patterns.
- Analyse data and statistics and provide reports for higher level decision makers.
- Provide expertise to support compliance with legislation and statutory duties.

Collaboration and Communication
- Establish, maintain and develop productive and ongoing relationships with colleagues across the University, to support service delivery and issue resolution.
- Contribute to business meetings, working groups and committees to enable efficient service delivery and manage stakeholder expectations.
- Engage with external peers and specialists to exchange knowledge and information.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
- Collaborate with team members to identify and implement service improvements or alterations.

Governance and Oversight
- Implement and monitor recognised procedures to ensure compliance.
- Provide training to team members on procedure e.g. data handling and recording.
- Ensure accuracy by implementing recognised and routine checks, assessment criteria and techniques.

Planning and Organisation
- Plan and organise own workload (and, where applicable, the workload of team members) to manage short term fluctuations and changing priorities.
- Contribute to longer term plans/programmes of work.
- Plan and organise small scale projects.
## Person specification

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<thead>
<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Marketing / Communications qualification</td>
<td>Desirable</td>
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<tr>
<td>Knowledge of web technologies and social media and their application in communication and marketing</td>
<td>Essential</td>
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<tr>
<td>Demonstrable understanding of communication techniques and channels</td>
<td>Essential</td>
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<td>Excellent communicator with strong interpersonal skills</td>
<td>Essential</td>
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<tr>
<td>Ability to write content for the web and print, with excellent proofreading skills</td>
<td>Essential</td>
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### University of York Person Specification for Grade 5

#### 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:

- Manage small-scale projects                                               | Essential             |
- Gather, analyse, interpret and report 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             |