Communications and Policy Engagement Officer, The York Policy Engine (TYPE)

Department: Research, Innovation and Knowledge Exchange Directorate

Hours of work: Full time (37 hours per week), would consider part-time 0.8 FTE (29.6 hours per week)

Contract type: Fixed Term until July 2024

Salary: Grade 6, £34,308 - £42,155 per year (reduced pro-rata for part-time working)
Introduction

Our research spans the arts, humanities, sciences and social sciences, and we prize both the discovery of new knowledge and the impact it brings to our society.

The York Policy Engine (TYPE) provides professional advice on how to best connect with policy-makers, in order to increase the impact of our research and support the University's vision to be a true force for public good.

Main purpose of the role

You will be responsible for supporting academics to engage with local, national and international policy-makers and set the agenda for policy discussions, so that our research is at the heart of the insight and evidence that shapes policy.

You will help target stakeholders in the policy-making process, identify opportunities to influence debate, and plan campaigns to raise awareness of our policy-focused research and expertise.

To assist in the developing the overall approach, the Communications and Policy Engagement Officer will focus on a number of high-profile programmes for the first two years. This involves providing specialist policy support for the new Environmental Sustainability Academy at York (ESAY), the Food Systems programme FixOurFood and related N8 AgriFood collaborations, and emerging child health and wellbeing policy knowledge linked to the prestigious Born in Bradford programme.

You will also support wider policy engagement across the University by developing best practice advice, and toolkits and training, so that our academic community can maximise policy impact and influence.

Working in a small team with the Head of TYPE and the Capacity and Policy Engagement Officer, you will also need to develop excellent working relationships with the University's core Communications team, which covers creative services, research comms, digital comms, media relations and events. The post is located at the University of York campus, with some remote working options available.

Key responsibilities

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

1. Role Specific Responsibilities
   - Lead the development and delivery of communication and engagement strategies for a number of high-profile University research areas, to support links and partnerships with external stakeholders e.g. government departments, parliamentary staff, think tanks, policy institutes, third sector organisations, NGOs etc.
   - In partnership with these lead researchers, develop materials to synthesise research outputs and policy recommendations for targeted audiences e.g. policy briefs, case studies, infographics and learning papers.
   - Keep up-to-date with policy-making process, in order to horizon-scan, identify relevant opportunities, and devise and run training for York academics to better connect with stakeholders and influence debate.
   - Lead the development of the Policy Engine visual and verbal identity, and its communications platforms - including the Policy Engine website and social media presence - working closely with the University's Communications team and aligning with the University brand and vision.
● Provide communication and engagement insights and intelligence to contribute to strategic decision making of the Policy Engine.
● Provide evaluations of activity, using findings to adjust and improve campaigns and materials, and providing evidence that key messages are consistent and appropriate to the target audience.
● Support the delivery of a range of engagement initiatives, including events and networking activities, aimed at policymakers and influencers locally and nationally.
● Liaise with the University Communications and procurement team to identify, commission and manage appropriate external creative, media and print agencies / suppliers.
● As policy work is often co-created, you will also act as the point of contact for York research institutes/centres, networks and external partners, to create successful opportunities for cross-promotion and co-branding with TYPE.

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.

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake others duties within the scope and grading of the post.
## Person specification

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<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tr>
<td>An understanding of different policy audiences and policy-making process, and of the UK political landscape regionally and nationally</td>
<td>Essential</td>
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<td>Experience of working in a communications, policy or public affairs environment</td>
<td>Essential</td>
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<td>A compelling and creative digital communicator, with proven experience of planning, delivering and evaluating multi-channel campaigns</td>
<td>Essential</td>
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<td>Ability to convey and present complex information in a responsible, accurate and accessible way, for a range of different audiences</td>
<td>Essential</td>
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<td>Awareness and knowledge of brand development and implementation, and effective application of visual identity and voice across communication channels</td>
<td>Desirable</td>
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<td>Knowledge of the Agrifood sector / food systems, environmental sustainability or child health and wellbeing issues</td>
<td>Desirable</td>
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<td>Understanding of the higher education sector and its role in society, including the interaction between research and policy</td>
<td>Desirable</td>
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<td>Experience of organising events and networking activities</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.

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<th>Skills - demonstrates the ability to:</th>
<th>Essential</th>
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<tr>
<td>Lead projects</td>
<td>Essential</td>
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<td>Gather, analyse, interpret and report complex data/information</td>
<td>Essential</td>
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<td>Use digital technologies including Google applications and/or Microsoft Office</td>
<td>Essential</td>
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<td>Communicate effectively in verbal and written formats, including the use of a variety of digital tools</td>
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#### Behaviours:

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