## Communications Specialist

<table>
<thead>
<tr>
<th><strong>Department:</strong></th>
<th>Environment and Geography, Stockholm Environment Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hours of work:</strong></td>
<td>Full-time, 37 hours per week</td>
</tr>
<tr>
<td><strong>Contract type:</strong></td>
<td>Fixed-term contract for 18 months</td>
</tr>
<tr>
<td><strong>Salary:</strong></td>
<td>Grade 6, £34,308 - £42,155 per year</td>
</tr>
</tbody>
</table>
Introduction

The Stockholm Environment Institute (SEI) is an international, non-profit, research and policy organisation that tackles environment and development challenges. We carry out action-oriented research to inform sustainable development policy and practice at local, national, regional and international levels. SEI has consistently been ranked as one of the top global environmental think tanks. Building on a reputation for excellence established over its 30 year history, SEI remains at the forefront of international sustainable development research.

SEI York is one of eight SEI centres around the world and is situated in the dynamic and highly regarded Department of Environment and Geography at the University of York. SEI York has expertise in air pollution and climate change; sustainable consumption and production; critical environmental governance; citizen science; and environments, human health and wellbeing. We are a group of 45 staff and 22 PhD students, and continue to grow. Partnerships are key to our research and we collaborate with a large number, in many different regions of the world.

Main purpose of the role

The primary role of the SEI York Centre Communications Specialist is to lead and deliver the communication components of complex research projects. You could have around four key projects to deliver on at any one time, along with contributing to ad hoc requests as and when required by the Communications Manager.

A significant part of the role will involve project communication planning and delivering outputs, for which you will need excellent skills in project management, writing and editing scientific content, and relationship building. With the support of the Communications Manager, you will need to be comfortable with managing ambiguity, changing priorities and competing deadlines to deliver high-quality, timely outputs. You will develop strong working relationships with the Principal Investigators (PIs) of the research projects to manage expectations and ensure deliverables are met. You will also develop good working relationships with project researchers to ensure the timely provision of information for communications outputs e.g. press releases, social media.

You will work creatively to ensure our unique position within the University of York and the Stockholm Environment Institute is maximised, by taking the communication policies, procedures and platforms of both organisations into account, as well as engaging with centrally led activities (UoY or SEI) as and when required.

Communications Specialists are expected to attend and contribute to key institutional meetings on a regular basis such as staff meetings, editorial meetings and research meetings, when appropriate.

Key responsibilities

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

1. Role Specific Responsibilities
   - Develop project communication plans and activities, aligning them with the SEI, UoY and SEI York Centre strategies.
   - Lead on the delivery of communication components within complex research projects with minimal supervision.
● Ensure the timely use of appropriate communication content, channels and styles to reach target audiences and maximise research impact.

● Ensure outputs are of the highest quality, in line with editorial and visual guidelines.

● Ensure communication activities are delivered on time and within budget.

● Leverage existing SEI and University of York communication channels and relationships to increase exposure to the projects you are leading on, where appropriate/ as required.

● Build strong relationships with Principal Investigators (PIs) and other researchers within projects to maximise communication coordination and opportunities.

● Contribute to Centre level reporting mechanisms as required by the Communications Manager e.g. annual reporting.

● Proactively identify training and development needs to fulfil aspects of the role as they arise.

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, and ensure training and development needs of the team are met.
● Deliver knowledge sharing on specialist defined processes across the broader team.
Specialist Contribution

- Provide advice to stakeholders in relation to complex policy, 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 other duties within the scope and grading of the post.
### Person specification

<table>
<thead>
<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
</tr>
</thead>
<tbody>
<tr>
<td>A science or communications undergraduate degree or equivalent professional experience.</td>
<td>Essential</td>
</tr>
<tr>
<td>A science or communications postgraduate degree.</td>
<td>Desirable</td>
</tr>
<tr>
<td>A good understanding of the science underpinning environment and development issues and a good knowledge of the science-policy interface.</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience in writing and editing high-quality scientific content for a range of audiences, particularly in the field of environment and sustainability.</td>
<td>Essential</td>
</tr>
<tr>
<td>Experience of developing and implementing project communications plans, with strong project management skills to manage multiple projects and competing demands.</td>
<td>Essential</td>
</tr>
<tr>
<td>The ability to communicate complex scientific concepts through a range of formats and channels, and a good understanding of when and how to use them e.g. press releases, social media, policy brief, website news story.</td>
<td>Essential</td>
</tr>
<tr>
<td>Excellent planning and organisation skills, including the ability to deliver outputs within strict timeframes in a fast-paced environment, and work flexibly and reprioritise when needed.</td>
<td>Essential</td>
</tr>
<tr>
<td>Some knowledge of graphic design principles and an ability to create simple graphics / multimedia assets e.g. social media quotecards or short videos.</td>
<td>Desirable</td>
</tr>
<tr>
<td>Event management</td>
<td>Desirable</td>
</tr>
<tr>
<td>Strong attention to detail and ability to follow visual and editorial guidelines.</td>
<td>Essential</td>
</tr>
<tr>
<td>Ability to build constructive, collaborative and respectful relationships with all colleagues.</td>
<td>Essential</td>
</tr>
</tbody>
</table>

#### 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

**Behaviours:**

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

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