Content Producer (Internal Communications)

Department: Internal Communications (External Relations)

Hours of work: Full-time (37 hours per week)

Contract type: Fixed Term for up to 12 months

Salary: £27,131 - £33,314 per year
Main purpose of the role

Based within the Internal Communications team, within the External Relations department, this role will support staff communications in helping to deliver an excellent staff experience and to build a sense of community and purpose.

You will understand the differing needs of multiple groups of staff across the institution and will develop and distribute engaging, targeted content, ensuring a regular tone of voice is consistently applied. Engaging staff with messages that are both accurate and relevant, you will produce innovative communications solutions in line with the annual editorial calendar, as well as responding to immediate issues as they arise.

The post holder will build close working relationships with departments responsible for delivering services to our staff base – including but not limited to HR, the Governance and Assurance Office, and the Vice Chancellor’s Office. You will provide a responsive and accurate communications service, ensuring important messages are developed and communicated within clearly defined timescales.

Key responsibilities

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

1. Role Specific Responsibilities
   - Maintain a detailed understanding of the issues impacting staff within HE and how communications can support and enhance the staff experience.
   - Develop targeted and engaging content to be used in print, on the website, social media, e-newsletters, and other digital channels.
   - Ensure content is clear, accurate and engaging and always tailored to the staff audience.
   - Build productive relationships with departments responsible for delivering services to staff. Provide a responsive and accurate communications service, ensuring important messages are developed and communicated to clearly defined timescales.
   - Work alongside departments and Communications colleagues to create an editorial calendar specifically targeting staff.
   - Maintain an up-to-date and innovative approach to content creation, considering our diverse staff audiences and how great content can be accessible and engaging.
   - Contribute to the work of the wider Internal Communications team (which may include Student Comms), including managing shared mailboxes, social media accounts and other inbound channels.
   - Work flexibly with colleagues to provide out-of-hours support and cover other roles when necessary, always maintaining the highest of standards.

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.
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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<tbody>
<tr>
<td>Exceptional written and verbal communication skills, with ability to synthesis and communicate complex information to a diverse audience in an accurate and accessible way</td>
<td>Essential</td>
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<tr>
<td>Experience of producing content for multiple platforms including web, email, social media, newsletters, in-person and online events</td>
<td>Essential</td>
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<td>Understanding of issue affecting staff in a complex organisation and managing best practice communication campaigns and engagement activity in response</td>
<td>Essential</td>
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<tr>
<td>Understanding of issues impacting staff and students within a Higher Education setting</td>
<td>Desirable</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>Experience creating web content via Content Management Systems</td>
<td>Essential</td>
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<td>Excellent organisational skills, with ability to manage multiple priorities and work effectively and flexibly to meet deadlines</td>
<td>Essential</td>
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<td>Experience evaluating effectiveness of communication channels, including demonstrable experience of improving digital communications for a specific audience</td>
<td>Essential</td>
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<td>Experience of managing and responding to audience engagement (e.g. email responses, social media comments) using tact and diplomacy</td>
<td>Essential</td>
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<td>Experience following brand guidelines to produce on-brand written, visual and dynamic content</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. | Essential |

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:**

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<tr>
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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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