

# Job Description

**Job title:** StudentCommunications & Engagement Officer

**Post number:** MK5155

**Reports to:** Student Communications & Engagement Manager

**Department/School:** Marketing & Communications

**Grade:** 6

## Purpose of the role

Communications & Engagement is responsible for protecting and enhancing the University of Brighton's reputation, supporting student retention, and driving staff and student engagement through inspiring, honest and relevant communications. Led by insight, the team plans, develops and delivers programmes of activity across a range of multimedia channels targeting key internal and external audiences.

The Student Communications and Engagement Officer is a key part of the team, responsible for planning and delivery of student communications and engagement activity designed to support delivery of the university strategy.

**Main areas of responsibility:**

* End-to-end ownership of student-facing communication campaigns and projects that bring the university experience to life, support improvements to student experience and improved student retention.
* Working with students and the Brighton Students’ Union to improve our overall mix of communication channels, messaging and engagement opportunities that help student engagement.
* Ensuring student insight and student voice is considered and supported, creating communication that addresses key issues through visible dialogue.
* Developing and managing a community of student ambassadors to help generate authentic student-led content.
* Commissioning, creating and editing relevant content across internal and external channels that helps students understand university decisions.
* Managing multiple projects, working with a variety of teams; influencing and advising partners and key stakeholders to deliver the best outcome for students.

## General responsibilities

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality, Diversity, and Inclusion Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the Data Protection Act 2018 and UK GDPR

# Person Specification

The person specification focuses on the knowledge, skills and abilities, qualifications, and the experience required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form **(A),** at interview **(I)** and in some instances through an exercise **(E**); these are shown at the end of each criteria.

## Essential criteria

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| --- |
| **Knowledge, skills, and abilities** |
| * Effective writing and editorial ability that can translate on paper, screen and face to face communications **(A, I, E)**
* Ability to work at pace, creating good quality content, plans, and ideas to a high standard **(A, I, E)**
* Good understanding of communication channels and methods including social media **(A, I)**
* Use of analytics and customer insight to inform decision making **(A, I)**
* Ability to interpret and communicate complex information to a variety of audiences in an engaging way **(A, I)**
* Ability to make decisions at a strategic level while also ensuring hands-on delivery of required work **(A, I)**
* Effective planning and organisational skills, and the ability to oversee projects from concept to delivery **(A, I)**
* Able to build trust and manage relationships at all levels **(A, I)**
* Assertive, proactive and confident in working with stakeholders **(A, I)**
* Ability to contribute and collaborate effectively **(A, I)**
* Ability to work flexibly to meet team goals **(I)**
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| **Qualifications** |
| * Qualification in communications or marketing or commensurate professional experience **(A)**
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| **Experience** |
| * Experience of working in Higher Education **(I)**
* Experience of working with students **(I)**
* Experience of working directly with senior colleagues in a ‘trusted advisor’ capacity **(I)**
* Experience of developing and implementing communication plans **(A, I)**
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| **Managing people** |
| * Assertive, proactive and confident in working with stakeholders at all levels **(A, I)**
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# Additional Information

* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays, and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example). Refer to the ‘Balancing Working Life’ section on our website here: [Benefits and facilities](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

|  |  |  |  |
| --- | --- | --- | --- |
| **Grades** | **Annual entitlement per grade** | **Grades** | **After 5 years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |
| Band 10 and above | 30 days | Band 10 and above | 30 days |

* More information about the department/school can be found here [Professional Services Departments](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic Departments](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx).
* Read the University’s [Strategy 2019 - 2025](https://www.brighton.ac.uk/practical-wisdom/index.aspx)
* The University has an attractive range of benefits, and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).

Date: **January 2025**