

Unipol Student Homes Design Officer

Job Description (June 2022)

General Information

Unipol is a housing Charity established in 1973 by the University and the then Polytechnic in Leeds in co-operation with their students' unions. In 1997, Unipol became an incorporated Charitable Company with a Board structure.

Unipol provides assistance in finding and supplying housing for students in Leeds, Nottingham and Bradford and is an important service supplier for the University of Bradford, Bradford College, Leeds Beckett University, Leeds Conservatoire, The Northern College of Contemporary Dance, Nottingham Trent University and the University of Leeds.

Unipol fulfils four distinct but connected roles:

- It has its own Housing Section which develops, takes into ownership and manages refurbished properties and lets them directly to students. Unipol is currently responsible for housing around 3,000 students (including over 210 student families) with 2,250 located in Leeds, 645 students in Nottingham and 59 students in Bradford.
- It runs a number of successful voluntary accreditation schemes for owners letting to students that covers 79% of student housing need in Leeds, 65% in Nottingham and 99% in Bradford. The Codes are designed to maintain and improve property and management standards. In Leeds Unipol runs the Leeds Rental Standard for the City Council and in Nottingham Unipol, together with DASH (Decent and Safe Homes) runs the Nottingham Standard.
- Unipol has a stake in two Government Approved Codes of Practice dealing with larger student developments in the United Kingdom. Unipol currently accredits an estimated 392,000 student bed spaces.
- It runs three Housing Hubs providing a forum in which owners (including Unipol) can advertise their properties. Although owners are asked to pay a fee for Unipol's services, the Housing Hubs are partially funded by the institutions listed above. Unipol's websites centralise private sector vacancies, and are a major source of information and advice for students receiving around 100 million hits a year through its training arm, "Unipol Training" Unipol is a main national trainer in the niche market of student accommodation, running a full annual programme. The training arm also undertakes some bespoke in house training and a number of briefings for different constituencies. Unipol has in-house training facilities in both Nottingham and Leeds.
- Unipol is currently following a *Forward Look 2019-2022* designed to maintain and upgrade its services to meet the increasing needs of its student clientele and increase its own accommodation services. A copy of this can be found at <https://www.unipol.org.uk/footer/governance/corporate-documents-policies/forward-look-2019-2022> on Unipol's website.

Unipol is organised into six operational areas:

i) the Senior Management Team consists of the *Chief Executive*, the Deputy Chief Executive, the Director of Finance, the Assistant Chief Executive - Standards and Company Secretary, the Assistant Chief Executive - Communications and IT, the Assistant Chief Executive - Housing, the Assistant Chief Executive - Hub Services and the Assistant Chief Executive - Development.

Two Tenancy Support and Wellbeing Officers whose responsibilities are cross-organisation report directly to the Deputy Chief Executive. The Chief Executive and Deputy Chief Executive are supported by the Delivery Officer.

ii) Housing Services and the Housing Hub is an integrated service and the staff teams operate operationally together. Certain Housing Hub operations are overseen by the Assistant Chief Executive - Hub Services and they are assisted by a number of Housing Hub Assistants and a Housing Hub Advisor.

The Housing team is overseen by the Assistant Chief Executive - Housing and consists of the Housing Manager - Logistics and Compliance and the Housing Manager - Operations. In Leeds, Bradford and Nottingham, day-to-day housing management is carried out by three housing management teams, two of which have an assistant to assist them in administrative matters supported by a number of other housing management staff.

Within the Leeds and Bradford housing operation there are two Team Leaders, two Senior Housing Management Officers, three Housing Management Officers, a Maintenance Assistant and the teams are supplemented by Residents' Assistants (currently 18), a part time Assistant Housing Management Officer (dealing with lettings) and a number of part time Housing Assistants over the summer (normally seven who are overseen by one of the Team Leaders) and throughout the year.

iii) In Nottingham the housing service is overseen by a Nottingham Housing Team Leader, with a Senior Housing Management Officer supported by a Housing Management Officer, two part time Housing Hub Assistants and four Residents' Assistants.

iv) The organisation has a communication and technical services arm that is led by the Assistant Chief Executive - Communications and IT. Marketing and communications, in respect of brand, lettings, outreach and ResLife, falls within this team and is undertaken by the Marketing and Engagement Coordinator and the User Experience Marketing Coordinator together with a part time **Design Officer**.

The IT team is overseen by an IT Manager with an Applications Developer and an IT Officer to ensure that the organisation maintains its high quality IT and web services.

v) The Standards Team is headed by the Assistant Chief Executive - Standards who oversees all accreditation and tribunal systems. This team consists of the National Codes Administrator,

the National Codes Coordinator, the Unipol Codes Administrator and the Complaints and Code Investigator. The conferences and training arm also fits within this area.

vi) The Finance Team is headed by the Director of Finance and consists of a Finance Manager, an Assistant Finance Manager, one Senior Finance Officer, a Utilities Officer, a Rent Collection Officer, four Finance Assistants and one part-time Finance Clerk, supplemented by consultants for project work from time to time.

About this post:

This is a specialist post which supports the Assistant Chief Executive - Communications and IT in producing Unipol's printed and electronic matter and update and refreshing Unipol's websites. The Design Officer will also contribute to Unipol's marketing initiatives and the design and publicity aspects of Unipol's conferences and training role.

The Design Officer will work closely with the Assistant Chief Executive - Communications and IT on a number of designated design projects to include design work involving creative and innovative thinking as well as using and updating design templates in use within the organisation.

The post holder is an important part of Unipol's communication, social media and marketing and will be encouraged to input on how to communicate with students in the most effective and relevant way.

This post is part time (21 to 28 hours a week) for a fixed term of 2 years and carries a University Grade 5 Salary £23,487 to £27,116 pro rata, per annum according to qualifications and relevant experience. All those working in Unipol are jointly employed by Unipol Student Homes and the University of Leeds.

Hours of work and presence in the office will be by agreement with the Assistant Chief Executive - Communications and IT, who the Design Officer will work closely with and will be answerable to. The Design Officer is part of the communications team and desk space will be provided with the rest of that team.

This is a challenging post which requires close and creative working with a significant number of other staff involved in the communications functions throughout the organisation.

The Design Officer must have had previous experience of preparing and designing copy and maintaining and developing web copy with both flair and accuracy.

Proficiency in Adobe Creative Suite (at a minimum Illustrator, Photoshop, InDesign and After Effects) is vital as well as keyboard skills and experience of Microsoft Office (including Access). Experience of web based content management systems and HTML would be an advantage. The ability to prepare PowerPoint presentations, utilising previous presentations, graphics and photographs from the database, often at short notice and under pressure, is also important. Use of all these software systems will be an important part of the post and training will be available where existing experience needs complementing with new skills.

Unipol, the University of Leeds and the other universities and organisations are multi-cultural communities, which value diversity. The Design Officer is expected to treat all individuals fairly, with dignity and respect and contribute to creating a safe, supportive and welcoming environment for all.

Specific Duties of the Post Include:

Publications and Design

The Design Officer will assist:

- in creating new concepts and designing publications as agreed with the Assistant Chief Executive - Communications and IT then follow an agreed internal staff approval process
- the Assistant Chief Executive - Communications and IT to make publications print ready and liaise with printers to ensure specifications are followed and items are delivered as agreed.

Website

The Design Officer will:

- use Content Management Systems (CMS) to amend copy on and upload digital assets to across Unipol's websites as directed by other staff
- assist staff in web page layout to ensure copy meets both agreed styles and is visually appealing
- create digital assets for social media and websites.

Videos and Animated Graphics

The Design Officer will assist in producing short videos and animated graphics to upload onto Unipol's YouTube channel, publish on websites/social media and arrange for their display on video screens.

Marketing

The Design Officer will:

- help produce property marketing publications having an important input into the design
- take certain photographs of Unipol properties for promotional use including photographs of students which can be used in publications and on the web (ensuring that the forms have been completed giving permission for them to be displayed)
- maintain the Unipol photo library and create new photographic assets
- source stock images when no suitable Unipol ones exist.

Financial Systems

The Design Officer will liaise with the Finance Manager and follow Unipol's financial systems in all respects. If in doubt about those systems, particularly involving any cash transactions, the post holder will have responsibility to ask the Finance Manager to outline and explain those systems so that no doubt can arise as to the procedures to be operated. The post holder will

also ensure that all financial matters are reported properly to those operating Unipol's financial systems.

General

The Delivery Officer will undertake such general duties within Unipol as from time to time may be required and shall accept periodic revisions of this job specification where transferable skills are utilised.

Person Specification

Essential

- Experience of creating new concepts and designs for print;
- Ability to maintain and develop web copy;
- Experience of making publications print ready;
- Experience of creating digital assets for social media and website;
- Experience of producing animated graphics;
- Shooting and editing photographs and videos;
- Proficiency in Adobe Creative Suite (at a minimum Illustrator, Photoshop, InDesign and After Effects);
- Strong IT skills and proficient in the use of Microsoft Office products;
- Experience of web based content management systems and HTML;
- Ability to prepare PowerPoint presentations;
- Ability to work under pressure and tight deadline;
- Excellent organisational, planning and time management skills, with the ability to adopt a flexible approach to prioritise to meet deadlines and conflicting demands.