



UNIVERSITY OF LEEDS

## CANDIDATE BRIEF

Engagement and Communications Manager, Digital Education Service



**Salary: Grade 7 (£33,199 - £39,609 p.a.)**

**Reference: CSDLS1053**

**Fixed term for 12 months due to funding**

**We will consider flexible working arrangements**

## Engagement and Communications Manager Digital Education Service

**Do you have a proven track record in managing and delivering communications within a complex environment? Are you experienced in working with non-traditional audiences, developing longer-term supportive relationships rather than brief interventions? Are you good at developing creative solutions using multi-channel communications? Can you provide expert advice to develop the skills of others and drive forward innovations in communications?**

The University of Leeds' Digital Education Service (DES) is an award-winning provider of online education through global platforms. We are looking for a communications and engagement expert to work on key projects within the Service. Your main responsibility will be to work to support online learners from diverse international communities through their learning journey and develop an alumni community. The role will involve working closely with a strategic partner of the university, supporting the partner to raise awareness of this specific opportunity, which aims to deliver business education to women in emerging economies. Immaculate communication skills are required together with a good understanding of the subtleties of a partnership relationship. The role will report to the Head of Student Education within the DES.

### What does the role entail?

As Engagement and Communications Manager your main duties will include:

- Leading the development of innovative strategic engagement and communications plans for the specific requirements of these courses;
- Working with the Digital Analytics and Insight Manager to ensure appropriate segmentation and evaluation mechanisms are incorporated into the engagement and communications plans;
- Managing a small team to support online learners through their course journey and to develop the alumni community through multiple channels;
- Responsibility for the quality assurance of all communications and commissioned assets;
- Getting involved in the hands-on delivery of communications where necessary – writing, copy-editing and proofing copy suitable for a variety of audiences, briefing creatives and commissioning video, photography and graphic design from our internal team where necessary;





- Supporting the Digital Education Manager to identify relevant audiences, networks and communities and engaging with them through multiple appropriate channels to promote the opportunity to their networks;
- Working closely with the strategic partner to support the promotion of the courses through provision of appropriate intelligence, nurturing relationships and provision of promotional assets.

These duties provide a framework for the role and should not be regarded as a definitive list.

## What will you bring to the role?

As Engagement and Communications Manager you will have:

- Experience of leading and delivering innovative multi-channel communications, for varied audiences, and supporting others in developing communication solutions;
- An excellent understanding of the changing nature of digital communications and experience in delivering communications through email management systems such as NewZapp and MailChimp, social media and other digital channels;
- Excellent writing skills, with the ability to write, copy-edit and QA relevant, plain English content for a very varied range of audiences utilising appropriate voice as necessary across digital and offline channels;
- Experience of developing long-standing relationships with audiences and supporting them through their journey;
- Experience of reaching international audiences, utilising the most appropriate channels for that audience, whether print or digital;
- Experience in leading the development and implementation of communication plans and managing staff to deliver that plan;
- Ability to develop effective communications solutions to solve complex problems, in line with strategic objectives;
- A thorough understanding of the nuances of a partnership relationship and the skills necessary to collaborate closely with a complex partner organisation;
- Proven experience of leading and managing a team;
- Effective networking skills with the ability to build positive working relationships with senior managers and influence colleagues at all levels;



- Excellent organisational skills and the ability to support others in structuring and solving complex tasks;
- Resilience and the ability to manage change in a fast-moving project with competing priorities;
- Evidence of a commitment to continued professional development in communications.

You may also have:

- An understanding of higher education, specifically digital or online;
- Experience in a membership organisation or similar;
- Experience of working with communities, networks or individuals in emerging economies.

## How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

## Contact information

To explore the post further or for any queries you may have, please contact:

**Rachel Young, Digital Education Manager**

Tel: +44 (0)113 343 9278

Email: [R.H.Young@leeds.ac.uk](mailto:R.H.Young@leeds.ac.uk)

## Additional information

### Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

### Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at [disclosure@leeds.ac.uk](mailto:disclosure@leeds.ac.uk).



## Criminal record information

### Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.

Any offer of appointment will be made in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

