



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Communications & Public Engagement Officer,  
Consumer Data Research Centre (CDRC)**



**Salary: Grade 7 (£33,797 – £40,322 p.a.)**

**Reference: ENVGE1140**

**Fixed term for 12 months (Maternity cover) 0.6 FTE**

**Job share/flexible working applications will be considered.**



## **Communications & Public Engagement Officer, Consumer Data Research Centre (CDRC)**

**Are you an experienced communicator with the ability to write, edit and manage compelling content for a range of channels? Do you have experience of delivering multichannel communication plans? This role will appeal if you are looking for a busy and varied communications role, providing maternity cover for 12 months from May 2021.**

The ESRC Consumer Data Research Centre (CDRC) brings together researchers from the Universities of Leeds, UCL, Liverpool and Oxford. Funded as part of the ESRC Big Data Network, the Centre works with a range of industry partners to enable them to make their data available to trusted researchers to provide solutions that drive economic growth and improve society.

The CDRC further brings together researchers and data scientists from a range of disciplines across the University to support research goals themes including urban mobility, healthy behavior and lifestyles, and ethical and sustainable consumption. The Centre, via its host organisation the Leeds Institute of Data Analytics (LIDA), provides a bridge from commerce, public sector and government to academic research, driving new data sets into research and education.

You will be responsible for developing and implementing multichannel communications and public engagement plans for the CDRC, to raise awareness of data as a resource for academic and applied research; and to promote the Centre's research, services, training and education activities.

You will be required to develop web and social media content, produce high quality publications such as reports, newsletters and promotional materials and deliver educational and public-engagement events.

You will have a graduate degree or equivalent (preferably in a communications-related subject) and specialist expertise in a wide range of communications and public engagement activities and practices. Knowledge of content management systems, social media and evaluating communications is also essential.

### **What does the role entail?**

As Communications & Public Engagement Officer your main duties will include:



- Developing and implementing communications and public engagement plans for the CDRC, regularly evaluating activities and reporting on performance to the Senior Management Team;
- Planning and delivering effective communications activities for the CDRC which will raise awareness of the Centre's research projects, training and education activities. These include, but are not limited to:
  - Maintaining the website ensuring the content is current, relevant and aligns with key messages;
  - Drafting and approving publications;
  - Developing promotional materials;
  - Maintaining a regular and prominent presence for CDRC on social media;
  - Managing and attending events and engaging in activities to raise the profile of the Centre, ensuring messages and materials are targeted to the audience;
- Planning and delivering effective communications for CDRC, in collaboration with Centre partners, which will establish and raise awareness of consumer data as a resource for academic and applied research at local, regional and national levels. Activities as above;
- Acting as a trusted advisor and providing specialist advice, support and expertise to senior academic colleagues on all areas of communications;
- Providing overall editorial control of CDRC communications, internal and external to the University, to ensure appropriate content, messaging, tone and consistency across all channels, including social media;
- Ensuring that the CDRC's communications follow University guidelines on identity management, web standards and on the use of agreed suppliers;
- Ensuring that communications are in line with external partner non-disclosure agreements;
- Allocating tasks, coordinating and overseeing contributions from other team members to ensure communications activities are in line with the overall strategy;
- Identifying opportunities to promote the CDRC's research and impact activities, developing case studies and working with the central media relations team to generate media coverage.



These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

## What will you bring to the role?

As Communications & Public Engagement Officer you will have:

- Educated to degree level or equivalent (preferably in a communications related subject), with a strong academic record;
- Considerable experience in a communications role, with evidence of implementing and evaluating successful communications plans;
- Experience of message development within the academic and/or public sector environment;
- Demonstrated ability to work independently and carry out a range of communications activity without the support of a team, including events management and the production of print and digital communications;
- Experience in managing relationships with suppliers and colleagues with specialist or technical experience;
- Proficiency in MS Office and experience of using content management systems;
- Excellent interpersonal and communications skills, with confidence to present and facilitate and an ability to adapt your style to the audience;
- Experience in authoring, editing and proofing articles in English, with strong attention to detail;
- Ability to represent the organisation in a professional manner;
- A positive, cooperative and pro-active approach to work;
- A willing and flexible approach to new areas of work.

You may also have:

- An understanding of the wider landscape of communications within the academic and/or public sector;
- An understanding and relevant experience of the higher education environment;
- Communications qualification.





## 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:

**Oliver Mansell, Centre Manager**

Email: [O.J.Mansell@leeds.ac.uk](mailto:O.J.Mansell@leeds.ac.uk)

## Additional information

Find out more about the [Faculty of Environment](#).

Find out more about [Athena Swan](#) in the Faculty.

Find out more about our [School](#).

Find out more about our [Research and associated facilities](#).

## Working at Leeds

You can find out more about our generous benefits package and more about what it is like to work at the University and live 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, in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information.

