



**UNIVERSITY OF LEEDS**

## **CANDIDATE BRIEF**

**Digital Communications Coordinator**

**National Centre for Atmospheric Science, Faculty of Environment**



**Salary: Grade 6 (£30,487 – £36,024 p.a. depending on experience)**

**Reporting to: Harriett Richardson, Communications Manager**

**Reference: ENVNC1022**

**Contract: 100% FTE (35 hours per week), ongoing**

**Location: Based at the National Centre for Atmospheric Science Head Office, Fairbairn House, Leeds**

**We are open to discussing flexible working arrangements**

**Interviews will be held during the week of 24 June 2024**

## Overview of the Role

### Main duties and responsibilities

- Planning, developing, and curating engaging content for various digital channels including: NCAS' website, social media channels, newsletters, email marketing;
- Organising and implementing digital communications campaigns for research projects, science in the news, events, and corporate announcements;
- Ensuring consistency in brand messaging and visual identity across all digital channels, and supporting the development of branded assets;
- Nurturing the new NCAS Instagram profile - identifying ways to build engagement and followers and exploring the possibility of expanding to related channels;
- Researching, planning, creating, launching, and maintaining an NCAS podcast series;
- Monitoring online conversations and enquiries, engaging with followers, and using digital platforms as a way to connect with staff, journalists, research partners, and course applicants - to develop NCAS' positive online reputation;
- Designing graphics for use on websites, social media, or display materials - and working with technical specialists to develop innovative visualisations and communication tools for scientific information;
- Planning, storyboarding, recording, and editing audio visual materials for use on websites, social media, and at events - or developing briefs for content production agencies;
- Monitoring and evaluating NCAS' digital communication metrics, analysing data from different platforms, and preparing reports and recommendations on how to improve the effectiveness of digital communications activities;
- Ensuring digital content is inclusive, representative of the people that make science happen, and as accessible as practicably possible - adhering to relevant guidance and legal requirements;
- Liaising with communications colleagues at partner organisations, and beyond, to ensure NCAS' activities and content align with community standards - seeking and sharing best practices;
- Keeping up to date with digital communications methods and emerging trends to continually enhance skills and knowledge in the Communications Team and contribute to innovative solutions.



The role involves attending meetings and events, visiting research facilities, and joining scientists on fieldwork deployments to capture content and provide online coverage - nationally and internationally. This may involve consecutive overnight stays and travel outside of normal working hours several times a year.

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. Relevant training opportunities will be identified for the postholder, in particular to support the development of more technical skills or the use of specialist software and equipment.

## Qualifications and skills

### Essential

- Experience of working on digital communications campaigns, including managing social media platforms and content across websites;
- Highly effective communication skills - with the ability to maintain brand consistency and craft messages to convey complex information in a clear, engaging, and accessible manner for different platforms;
- Excellent interpersonal skills and the ability to work well with a variety of people, while appreciating the needs of diverse audiences and contexts;
- A creative mindset and high motivation - demonstrating a proactive, reliable and flexible approach - working in a team and independently;
- Excellent attention to detail and a methodical approach to handling tasks, meeting competing deadlines, and finding timely solutions to problems.

### Desirable

- Experience in making smartphone videos for social media and working with design tools to make visually appealing content, or a willingness to learn photography, video production techniques, and basic graphic design;
- Professional or personal experience of using some or all of the following: Adobe Creative Cloud apps, WordPress, Instagram, LinkedIn, Twitter, Facebook, YouTube, Google applications, Microsoft Office, Slack, Zoom, Mailchimp.



## Additional information

Please note: If you are not a British or Irish citizen, from 1 January 2021 you will require permission to work in the UK. This will normally be in the form of a visa but, if you are an EEA/Swiss citizen and resident in the UK before 31 December 2020, this may be your passport or status under the EU Settlement Scheme.

### Working at Leeds

We are a campus based community and regular interaction with campus is an expectation of all roles in line with academic and service needs and the requirements of the role. We are also open to discussing flexible working arrangements. To find out more about the benefits of working at the University and what it is like to live and work in the Leeds area visit our [Working at Leeds](#) information page.

### Our University

As an international research-intensive university, we welcome students and staff from all walks of life and from across the world. We foster an inclusive environment where all can flourish and prosper, and we are proud of our strong commitment to student education. Within the Faculty of Environment we are dedicated to diversifying our community and we welcome the unique contributions that individuals can bring, and particularly encourage applications from, but not limited to Black, Asian and ethnically diverse people; people who identify as LGBT+; and people with disabilities. Candidates will always be selected based on merit and ability.

The Faculty of Environment has received a prestigious Athena SWAN silver award from [Advance HE](#), the national body that promotes equality in the higher education sector. This award represents the combined efforts of all schools in the Faculty and shows the positive actions we have taken to ensure that our policies, processes and ethos all promote an equal and inclusive environment for work and study.

Find out more about the [National Centre for Atmospheric Science](#) and [its relationship with the School of Earth and Environment](#)

Find out more about the [School of Earth and Environment](#)

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



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

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

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### **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 [foehr@leeds.ac.uk](mailto:foehr@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 page.

