Faculty of Performance, Visual Arts and Communications
School of Design

Communications Co-ordinator

Part-time – 17.5 hours per week (50% of full time equivalent)
Fixed term for 2 years

You will support and develop the School website and associated communication materials, and to promote the School and its activities both internally and externally. Reporting to the Head of School, you will also work closely with the Faculty Marketing Team as well as the University Alumni Office and Press Office, and the School’s Research, IT and Student Education Administrators. Your role will include updating the School website and associated information, and maintaining social media channels to current and potential students and staff audiences.

You should have previous experience of working in the field of communications and be educated to GCSE level with Mathematics and English Language at Grade C or above (or equivalent).

University Grade 5 (£21,605 to £25,023 p.a.) pro rata.

Informal enquiries about the post may be made to Professor Chris Carr, via email to C.Carr@leeds.ac.uk

Closing Date: 1 March 2016

Ref: PVDES1026

Click here for further information about working at the University of Leeds
www.leeds.ac.uk/info/20025/university_jobs
Job Description

Reporting to: Head of School
Responsible to: Head of School

Main Duties and Responsibilities

Websites and Social Media

- Work with the Faculty marketing and IT staff and assist in the development and maintenance of the School websites, working in liaison with School and Faculty staff as appropriate
- Provide technical and other support and advice for the development and maintenance of any other ad hoc websites established as part of teaching and/or research activities
- Work with the Faculty marketing team and school staff to write and edit clear, concise and engaging web copy for a variety of audiences for the School website (e.g. news stories, events and staff profiles) and update it using existing templates within the appropriate content management system. Generating and sourcing content, updating, maintaining and developing social media channels on a daily basis, and in adherence to University policies
- Ensure web content supports website Search Engine Optimisation (SEO) and provide related support and advice to colleagues
- Produce and disseminate web-based statistics to inform decision making in relation to student recruitment and other activities

Communications and Promotion

- Work with the School and Faculty staff to develop and manage the School communications calendar
- Engage with staff and students in the School to develop knowledge of programmes and research activities in order to identify opportunities for marketing and promotion
- Design and produce advertising materials across various digital and print platforms for research events, school events and other items on an ad hoc basis, working in conjunction with the school and Faculty marketing staff.
- Support and develop communities in the School including staff, students and alumni, e.g. event organisation, communications and marketing
- Organise, support and minute School meetings relating to website, communications, marketing or related issues
- Co-ordinate press releases and liaise with Press Office
- Produce written reports for the School, Faculty and University as required
Other

- Support the wider School team at peak periods of activity to ensure objectives are met
- Be actively responsible for directing own day to day tasks and work with minimal supervision

Career Expectations

The University of Leeds is committed to developing its staff. All staff participate in the Staff Review and Development scheme and we continue to work with individuals, supporting them to maximise their potential.

Progression to a higher grade is dependent on an individual taking on an increased level of responsibility. Vacancies that arise within the area or across the wider University are advertised on the HR website - http://jobs.leeds.ac.uk - to allow staff to apply for wider career development opportunities.

University Values

All staff are expected to operate in line with the University’s values and standards, which work as an integral part of our strategy and set out the principles of how we work together. More information about the University’s strategy and values is available at http://www.leeds.ac.uk/comms/strategy/.
Person Specification

Essential

- Educated to GCSE level, or equivalent, including English Language and Maths at Grade C or above
- Prior experience working in the field of communications
- Excellent communication and interpersonal skills, both written and verbal, with ability to communicate effectively and accurately with a wide range of people in a professional, approachable and polite manner
- Excellent high level IT skills and associated experience, including: word processing, spreadsheets, databases, presentations, email (preferably Microsoft tools), content management systems, social media platforms, and professional desktop publishing software
- Ability to use image editing software (such as Adobe Photoshop)
- Excellent organisational skills, and the ability to work to designated deadlines and handle high volumes of work at peak times
- Ability to work as part of a team or as an individual, contributing supportively to collective goals and targets
- Proactive and positive approach to activities: ability to prioritise and direct daily workload with minimum supervision, to work individually and use own initiative when required
- Excellent planning skills ensuring that your own and any associated supporting tasks undertaken by others are completed as necessary
- Commitment to building excellent relationships with all stakeholders, including enquirers, applicants, students, academic and administrative colleagues across the School
- Effective advocate for the School, projecting a positive image and developing good working knowledge of degree programmes and other School activities
- Ability to monitor, analyse, collate and interpret data from a variety of sources
- Commitment to continuous service improvements
- Awareness about, and sensitivity to, diversity and equality issues
- Commitment to personal and professional development

Desirable

- Experience of working in the design or creative industries
- Experience of using HTML and updating and developing content management systems, e.g. Wordpress, JADU.
- Experience of digital still photography and video filming, and use of video editing software (e.g. Final Cut Pro)
- Knowledge and experience of using Adobe Creative Suite
- Experience of working in a Higher or Further Education environment
Additional Information

The University offers generous terms and conditions of employment, a wide range of benefits, services, facilities and family friendly policies. Full details are available on the Human Resources web pages accessible at www.leeds.ac.uk/hr

The Partnership

The Partnership has been developed by students and staff and describes the mutual expectations of us all as members of the University of Leeds community. More information about the Partnership is available at http://partnership.leeds.ac.uk

Disclosure and Barring Service checks
A Disclosure and Barring Service (DBS) Check is not required for this position. However, applicants who have unspent convictions, cautions, reprimands and warnings, including any pending criminal proceedings must indicate this in the ‘other personal details’ section of the application form and send details to the Recruitment Officer at disclosure@leeds.ac.uk.

Disabled Applicants

The post is located in the School of Design. Disabled applicants wishing to review access to the building are invited to contact the department direct. Additional information may be sought from the Recruitment Officer, email disclosure@leeds.ac.uk or tel +44 (0)113 343 1723.

Disabled applicants are not obliged to inform employers of their disability but will still be covered by the Equality Act once their disability becomes known.

Further information for applicants with disabilities, impairments or health conditions is available in the applicant guidance.