



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

YPIP Communications and Engagement Manager, Economics Department, Leeds University Business School



Salary: Grade 7 (£37,099 - £44,263 p.a. depending on experience)

Reporting to: Gary Dymski

Reference: BUSEC1008

Fixed term until 31 December 2026 to complete specific time limited work.

Location: on campus (with scope for hybrid working)

We are open to discussing flexible working arrangements.

Overview of the Role

Are you interested in promoting and showcasing a major partnership that will help reduce inequalities and address climate change in Yorkshire and the Humber? Can you effectively communicate and collaborate with a diverse group of stakeholders across the region?

We are looking for an experienced and enthusiastic Communications and Engagement Manager to join the [Yorkshire and Humber Policy Innovation Partnership \(YPIP\)](#), to lead the partnership's communications and engagement strategy.

YPIP is a place-based research and community-driven initiative with an overarching focus of empowering low-income, marginalised and spatially isolated communities in their places. Led by Professor Gary Dymski at the University of Leeds, YPIP is funded by UK Research and Innovation (UKRI) from now through the end of 2026. This partnership will provide evidence for vital decision-making in the Yorkshire and Humber region to deliver on climate change, inequalities and data gaps. YPIP's partners include academics from all 12 universities in the region, together with members who represent the region's varied policy-stakeholder organizations: representatives of the region's 15 local and combined authorities, as well as its business and community sectors. The YPIP Communications and Engagement Manager will be responsible for creating and implementing a communications and engagement strategy for external audiences and internal stakeholders, working with project partners, across a wide range of platforms. The successful candidate will work closely with the project manager and wider Y-PIP team.

Overview of the Role

This is an exciting opportunity to support this new regional partnership, which will be focused on enhancing inclusive growth and sustainable living in Yorkshire and the Humber and on democratizing access to data resources, with special attention to the voices of community members not previously considered in such efforts.

You will have excellent written and verbal communications skills and experience in building communications and engagement plans, working with multiple stakeholders, and developing outputs for a range of different audiences. You will be supervised by the Principal Investigator, who will coordinate your work with that of the YPIP Project Manager. As such, you will be responsible for developing and implementing a plan for systematic engagement with the eco-system of policy stakeholders in Yorkshire and the Humber: officers of the 15 local and combined authorities; representatives of



Yorkshire and Humber Councils; and representatives of the region's diverse business associations and community-based organisations. You'll develop and implement, with YPIP co-investigators, a plan that integrates – and 'scales up' their inclusive-growth, sustainable-living, data-informatics and community-led activities throughout this policy stake-holder eco-system.

You will also develop a plan for, and implement, YPIP's communications strategy with national, regional, and local media, with relevant officers in national and regional government, and with regional and national policy think-tanks. Your communications activities will involve both public events and the production of newsletters, blogs, social media, and articles elaborating on policy innovations and academic and policy-relevant materials generated by YPIP participants. You will be responsible for writing some of this material and for working with YPIP collaborators and co-investigators to develop timely written contributions as well. Your plans for YPIP engagement with our diverse policy-stakeholders will be reviewed by the YPIP PI and co-director, and adapted according to their feedback.

Main duties and responsibilities

- Undertaking a mapping of the policy-stakeholder landscape relevant for YPIP – including national and regional think tanks, national and regional government offices and ministries, business and community organizations, and local and combined authorities;
- Creating, implementing, and managing YPIP's engagement and communications strategy; this will include setting tasks that YPIP co-investigators and staff will undertake, setting and monitoring deadlines for these communications and engagement tasks, and regularly updating the YPIP PI, the YPIP Operational and Management Groups, and the YPIP Governance Panel on progress in achieving identified strategic goals;
- As one component this overall strategy, creating, implementing, and evaluating a user-focused communications and engagement strategy for external audiences, working with project partners. This will involve setting tasks, monitoring deadlines, managing stakeholder engagement activities, and monitoring progress;
- In the context of this engagement and communications strategy, liaising with YPIP co-investigators, staff, and stakeholders to carry out investigations – including assembling relevant data – analysing and interpreting these results, and presenting findings in diverse forums, including writing newsworthy stories, and developing and distributing social-media content;



- Developing and curating YPIP-sponsored public-policy debates, issue forums, and briefings, based on YPIP's activities and on key policy issues facing the Yorkshire and Humber region;
- Managing internal communications with YPIP partners – including managing a YPIP Teams channel, and setting up and managing groups and networks that facilitate internal and external communication and information-sharing;
- Setting up and managing groups and networks with special interests (e.g. in particular sub-regions within Y&H, or in particular issue areas such as community voice, sustainability, small business initiatives, and so on);
- Working with web designers to create a YPIP website, as well as regularly updating it (in collaboration with YPIP staff and co-investigators) with news items, events, and blog posts;
- Creating and maintaining a public-facing YPIP newsletter for academic and policy-stakeholder publics at both regional and national levels;
- Identifying and engaging with relevant social media platforms such as LinkedIn and X to communicate meaningfully about YPIP's activities and outcomes;
- Creating additional content material as and when needed, such as case studies and reports, and working with third parties to commission content e.g. photographers and designers;
- Working with LUBS' and the University's media teams to draft and distribute press releases and to take other initiatives to put a public spotlight on YPIP's activities and achievements;
- Ensuring brand consistency across all communication platforms and engagement activities.

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.

Qualifications and skills

Essential

- A degree in media/marketing communications, in communications, or in a related subject; or, if no such degree has been attained, equivalent relevant professional experience;
- Professional experience in positions of responsibility in communications, media relations, journalism, or community engagement, including a proven



track record of delivering strategically significant communications or engagement outcomes;

- An understanding of the higher education environment and/or experience of working with organisations in the sector;
- Proven engagement capability – that is, the ability to ‘hear’ the views of individuals and groups from diverse backgrounds, and to develop effective working relationships with such individuals and groups;
- A proven track record of developing and implementing successful communications that have met organizational objectives;
- The capacity to review and evaluate the effectiveness and impact of targeted communications;
- Experience of building a digital presence for an organisation, delivering engaging web content and co-ordinating social media presence;
- Experience in communicating complex information in a concise, engaging accessible way, to a variety of audiences, as well as experience in clearly comprehending the views and information conveyed by members of diverse stake-holder groups;
- An understanding of a collaborative and co-produced approach to communications and engagement;
- Strong writing and editing skills, with experience of copywriting for reports, policy-briefs, promotional material and web content;
- Self-motivated, with strong time-management and personal organisation; flexibility of approach and ability to work to deadlines.

Desirable

- Experience of community engagement and supporting communications that empower underrepresented communities;
- Excellent IT skills, including experience with Microsoft Teams, website content management systems (preferably Jada), and image editing software;
- Experience of working in a policy or research environment;
- An understanding of equity, diversity and inclusion in academic policy engagement.

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:

Professor Gary Dymski

Email: G.Dymski@leeds.ac.uk

Or

Kayleigh Renberg-Fawcett, Y-PERN Senior Programme Manager

Email: K.E.Renberg-Fawcett@leeds.ac.uk

Additional information

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. 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 Economics 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, people who belong to a minority ethnic community; people who identify as LGBT+; and disabled people. Candidates will always be selected based on merit and ability.



Information for disabled candidates

Information for disabled candidates, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at hr@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.

