



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

**Research Communications Officer in Construction Materials,
Faculty of Engineering and Physical Sciences**



Salary: Grade 7 (£37,099 – £44,263 pro rata p.a.)

Reference: EPSCV1144

Location: Leeds (with scope for hybrid working)

Closing date: Sunday 18 August 2024

Part time, 17.5 hours per week, working pattern to be agreed

Fixed term until 31 July 2025

We are open to discussing flexible working arrangements

Research Communications Officer in Construction Materials, School of Civil Engineering.

As Research Communications Officer in Sustainable Manufacturing, you will be part of the [FeRICH](#) team at the University of Leeds, leading on the development and delivery of our external engagement strategy as well as our research marketing and communications activities into sustainability and industrial materials. You will work closely with the FeRICH PI and Researchers, as well as assist in the administration of research facilities. Your work will reach and connect a wide range of audiences, both national and international including project partners, industry, researchers in universities, policy makers, SMEs, Networks, trade associations, and the public.

Your main role will be to deliver and further develop an existing user engagement strategy, which includes engaging directly with the stakeholders through various information gathering activities to both raise awareness of research opportunities and to capture their interest areas. You will coordinate road-mapping exercises that explore opportunities for industrial symbiosis (e.g., between cement and steel), and which will help identify the commercial and technical challenges that will need to be overcome for our research outcomes to be relevant and applicable. In this regard, you will produce reliable market research that can be used in publications and grant applications.

You will be delivering communication strategy to increase visibility of our work, specifically preparing marketing materials and templates to promote the research teams/centers, including the websites (using the content management system), social media, and other business/academic networking sites, case studies, newsletters, as well as organizing events for various stakeholders. You will also identify industry focused and trade association events that will be useful for Researchers to present their work at and you will publish articles in trade media. The post holder will also work closely with other colleagues within the Faculty of Engineering and Physical Sciences and the wider University. You will lead the marketing activity providing a professional and effective service which promotes research activity and delivers effective communications.



You will organise advisory board meetings, group meetings, workshops, site visits, conferences, seminars, public engagement, and other events. You will liaise with media companies to produce media content (e.g., animations) tailored to informing on our projects' objectives and outcomes, which will be shared on various platforms as well as made available for other publishers to share, such as the various trade associations to disseminate to their members.

You will measure and monitor our impact based on Key [living] Performance Indicators (KPIs) which can include a number of collaborating partners, percentage of market engaged with, number of engagement events held, attendees at workshops and dissemination events, number of industrial visits, and number of views of online content; this will also include recording minutes at meetings. You will record the audience /attendance and track the number of views and downloads, and you will also use these metrics to visualise our engagement and impact.

What does the role entail?

As a Research Communications Officer, your main duties will include:

- Deliver and develop the User Engagement Strategy as outlined in the FeRICH project plan;
- Overall responsibility for delivering the PI's research engagement and communications plan;
- Produce reliable market research that can be used in publications and grant applications;
- Assist with the day-to-day administration of research facilities/centres;
- Promote and publicise the teams research activities via digital media, social media, and the press, working with the appropriate academic leads and other relevant departmental and faculty staff;
- Develop good relationships with project partners and key stakeholders;
- Develop and implement comprehensive communication plans to support the promotion of the team's research including writing and producing advertising as well as information-gathering materials aimed at an industrial audience to engage external stakeholders;
- Organise and contribute to a range of research group meetings, seminars, workshops, conferences, and aid other members of the team as required;
- Lead on marketing and communications activities and impact programme, ensuring these have a high profile and reach key audiences;



- Develop measures and systems for monitoring the research communication, impact, and outreach (including e.g. Google Analytics and KPIs as well as taking minutes at meetings) based on key [living] performance indicators;
- Work closely and collegiately with marketing and communications teams across the department, faculty, and university partners, to ensure coordination and to maximize the volume and reach of marketing and communication activities;
- Support the creation, architecture, and development of a new Web Application for materials data, as indicated in the FeRICH User Engagement Strategy;
- Develop and maintain a network of media and PR contacts;
- As a member of staff you will be encouraged to make ethical decisions in your role, embedding the University sustainability strategy into your working activities wherever possible.

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 a Research Communications Officer, you will have:

- A good honours degree (or equivalent experience);
- Experience in a successful marketing and communications role or leading publicity and marketing activities/campaigns;
- Experience in developing and utilising various information capturing techniques and analysing the gathered information;
- Experience of designing layouts and producing materials across several platforms including web-based media, and experience in the production of printed materials;
- Understanding of the importance of data protection and confidentiality with regard to marketing activities involving industry sensitive information;
- Experience of developing and delivering a wide range of marketing content and using different communication tools and techniques;
- Excellent communication skills, both written (with grammatical accuracy) and verbal, report writing skills, experience of delivering presentations and communicating at all levels and to different audiences effectively;
- Ability to communicate results of market analysis to stakeholders;



- Ability to develop and maintain strong working relationships with diverse groups of individuals, across technical and commercial roles;
- Ability to develop creative approaches to problem solving and to analyse and solve problems with an appreciation of longer-term implications;
- Experience of developing and maintaining a network of contacts throughout own work area;
- Ability to work independently and adapt own skills to new circumstances;
- Ability to work accurately to tight deadlines.

You may also have:

- Experience and knowledge of:
 - Excellent customer service skills, with experience of responding efficiently and effectively to phone and email enquiries;
 - Relevant systems, policies, legislation, and quality standards;
 - Working with content management systems and e-marketing software;
 - Organising conferences, seminars, workshops, etc.

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 Theodore Hanein](#), Professor of Construction Materials Science

Email: T.Hanein@leeds.ac.uk

Additional information

Faculty and School Information

Further information is available on the research and teaching activities of the [Faculty of Engineering & Physical Sciences](#), and the [School of Civil Engineering](#).



A diverse workforce

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 Engineering and Physical Sciences 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 Engineering and Physical Sciences are proud to have been awarded the Athena SWAN [Silver](#) Award from the Equality Challenge Unit, the national body that promotes equality in the higher education sector. Our [equality and inclusion webpage](#) provides more 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.

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.



Salary Requirements of the Skilled Worker Visa Route

Please note that this post may be suitable for sponsorship under the Skilled Worker visa route, but first-time applicants might need to qualify for salary concessions. For more information, please visit: www.gov.uk/skilled-worker-visa.

For research and academic posts, we will consider eligibility under the Global Talent visa. For more information, please visit: <https://www.gov.uk/global-talent>.

