



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Communications and Engagement Manager, Priestley Centre for Climate Futures



Salary: Grade 7 (£39,355 – £46,735 p.a. depending on experience)

Reporting to: Shona Smith

Reference: PSFUI1004

Fixed term for 12 months because there is a need for temporary cover

We will consider internal secondments

Location: University of Leeds (with scope for hybrid working)

We are open to discussing flexible working arrangements

Communications and Engagement Manager, Priestley Centre for Climate Futures

Overview of the Role

Are you an experienced communications professional, able to create and drive effective communications strategies and campaigns? Can you lead and deliver a strategic and collaborative approach to communications that raises the profile and reputation of organisations? Are you able to develop excellent working relationships and partnerships? Are you passionate about supporting the promotion of world-leading climate research?

We have an exciting opportunity to work with our world-leading climate-related researchers as part of the [Priestley Centre for Climate Futures](#). The Priestley Centre is the University of Leeds' cross-institutional climate research, innovation and learning centre. From local to global, we ensure that climate action is informed by the latest research, collaborating with organisations and individuals to transform our expertise into real-world impact.

We are looking for a talented and highly motivated Communications and Engagement Manager to join the Priestley Centre at the University of Leeds as part of a dynamic team of climate-focused professional services staff. This maternity cover role to provide leadership for the Centre's communication activities.

Working with the Priestley Centre's Director, Executive Committee and professional services team, you will be lead the implementation of a communication and engagement strategy to support the Centre's strategic plan. An experienced, self-motivated communicator, you will excel at developing effective communications and engagement campaigns and will work across multiple channels to increase the impact and profile of the Priestley Centre's activities and members.

The successful candidate will be pivotal in articulating and promoting the Priestley Centre's strategic plan and activities to key audiences both internally and externally. You will develop resources and identify channels for effective engagement with audiences across business and policy.



You will drive the Centre's communications and engagement plan, gaining high levels of engagement across the full range of Priestley Centre activities.

Main duties and responsibilities

- Responsibility for delivering a coordinated communications strategy and implementing effective campaigns and activities that support Priestley Centre strategic objectives, and raise the profile and reputation of the Centre;
- Working with the Priestley Centre leadership team to guide, develop and deliver communication campaigns for a wide range of audiences and stakeholders according to the Centre's strategic plan, including digital campaigns, engagement events, and regular communications activity through key channels;
- Developing, coordinating and managing input from others, content for multi-channel campaigns, newsletters etc., ensuring it meets University and accessibility guidelines and is delivered to time and quality, and undergoes the appropriate sign off;
- Leading communication activities for the Climate Evidence Unit, and providing specialist advice, training, support and expertise to climate-related researchers on all areas of communications including publicity and profile opportunities, writing blogs and non-academic articles;
- Overseeing the Priestley Centre website and other digital activity including responsibility for updating and ensuring effective new and existing content, ensuring it meets University and accessibility guidelines;
- Conducting research to develop insights into audience needs and barriers to inform engagement and communications activity;
- Developing effective monitoring and evaluation to inform the improvement, effectiveness and value of communications activity;
- Developing effective relationships to work with other communications professionals and stakeholders across the institution and within stakeholder organisations;
- Overseeing relationships and activity with creative agencies (where used for key strategic programmes for design, graphics and copywriting), ensuring strategic objectives are met and all University guidelines are adhered to;
- Acting as a key point of contact and relationship manager for external stakeholders and facilitating the effective communication between external stakeholders and climate researchers.



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

- Significant experience in planning, managing, and evaluating impactful communications and engagement activities across a range of formats and channels;
- Experience of developing and delivering effective campaigns targeting external audiences across business or policy to drive interest in an organisations activities and services, and a track record of developing and engaging with a network of external stakeholders to understand emerging needs and build credibility;
- A keen interest and understanding of climate research themes and their place in government policy and global agendas and experience of communicating complex topics in a clear, concise, accessible, engaging and accurate way for multiple audiences;
- Dedicated and self-motivated, with evidence of being able to take initiative and work independently, as well as support and work collaboratively within a wider team. You will be able to demonstrate experience of staff management, or of supporting the direction, development and welfare of a dynamic team;
- Excellent organisational and project management skills, with proven success in; delivering and managing multiple priorities, managing input from others in a matrix environment, the ability to manage competing demands and deadlines, remaining calm under pressure, and ensuring effective prioritisation of activity and use of resources;
- Excellent IT skills and proficiency in MS Office, including significant experience of using content management systems and databases.

Desirable

- Knowledge of the HE sector.



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.

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>.

Priestley Centre for Climate Futures

The Priestley Centre for Climate Futures is a world-leading climate centre based at the University of Leeds. From local to global, we ensure that climate action is informed by the latest research, collaborating with organisations and individuals to transform our expertise into real-world impact. We bring together a community of experts from across disciplines including engineering, finance, health, economics, cultural studies, law, and atmospheric sciences. We connect these climate experts to businesses, policymakers, communities, and other researchers, working collaboratively in integrated networks to transform how we address climate change. Our experts have leading roles in the Intergovernmental Panel on Climate Change, the UK Climate Change Committee, and several city-level climate commissions.

Find out more about us on our website: www.climate@leeds.ac.uk.

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

At the University of Leeds, we are committed to providing a culture of inclusion, respect and equity of opportunity that attracts, supports, and retains the best students and staff from all backgrounds and from across the world. Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate. We particularly encourage applications from, but not limited to Black, Asian, those 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 under the 'Accessibility' heading on our [How to Apply](#) information page or by getting in touch by emailing HR via 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.

