



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Communications and Engagement Officer, Faculty of Environment



Salary: Grade 6 (£32,546 – £38,249 p.a. depending on experience)

Reporting to: Clare Martynski, Communication and Engagement Manager

Reference: PSFUI1006

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

We are open to discussing flexible working arrangements

Communications and Engagement Officer, Priestley Centre for Climate Futures

Overview of the Role

Are you an experienced communicator with a track record of developing and delivering engaging campaigns for a range of audiences? Can you work both independently and with colleagues from a range of backgrounds to deliver impactful events? Do you want to be part of an international research and innovation centre that is driving climate action on the ground?

The Priestley Centre for Climate Futures is a world-leading climate research and innovation 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 are looking for a talented and highly motivated Communications and Engagement Officer to support a wide range of communication and marketing activity.

Working with the Communication and Engagement Manager and members of the wider Priestley Centre team, you will play a key role in promoting the work of the Priestley Centre and reaching new partners and collaborators from the worlds of business, policy, academia and civil society.

You will be self-directing and manage your time effectively to deliver a wide range of complex marketing and communication campaigns. You will bring an ability to negotiate with and influence a wide range of stakeholders, across the University and beyond.

Main duties and responsibilities

- Developing and delivering effective campaigns to showcase the Priestley Centre value proposition to a variety of audiences, including working with Priestley Centre colleagues on lead generation and marketing campaigns;



- Working with the Communication and Engagement Manager and the wider Priestley Centre team to develop and implement the Centre's communication and engagement plan;
- Ensuring that consistent monitoring and evaluation informs the improvement, effectiveness and value of marketing and communication activity;
- Managing and developing the Priestley Centre website and social media channels (LinkedIn, Bluesky, YouTube), ensuring content is aligned to our strategy and optimised for each audience;
- Creating and editing engaging content (including written copy, images and graphics, video) for a range of platforms and materials including websites, newsletters, and social media;
- Supporting the design, planning, organisation and delivery of campus-based and online events;
- Establish good working relationships with communications and marketing staff across Faculties and within the University of Leeds central communications and engagement team to ensure that interaction with external audiences is co-ordinated, consistent and streamlined;
- Ensure that the Centre's communication activities follow University guidelines on identity management, web standards and on use of agreed suppliers;
- Monitoring Priestley Centre accounts to deal professionally with opportunities or potential challenges, handling incoming enquiries and coordinating responses;
- Manage relationships with specialist suppliers and colleagues to produce communication materials and events.

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

- Experience of working in a communications or marketing role, with skills in content development for a range of audiences, social media management, content management systems, and associated analytics;
- A track record of planning, delivering and evaluating effective communication and marketing campaigns across different channels to support strategic objectives, lead generation and increase the reach and impact of projects;



- Excellent content development skills with experience of developing a range of content for a variety of platforms, a strong attention to detail and the ability to convey complex concepts clearly and effectively to a range of audiences;
- Ability to demonstrate a range of traditional and digital marketing communications core skills and knowledge including copywriting, print production, social media marketing, media relations, Search Engine Optimisation (SEO);
- Experience of planning and delivering engaging events, both in person and online;
- Creative, flexible and self-motivated, with evidence of strong organisational skills and the ability to take initiative, manage competing deadlines, work independently, as well work collaboratively within a wider team.

Desirable

- Considerable experience of graphic design tools such as Adobe Creative Suite, Canva, and video editing software;
- An understanding of climate policy, research and innovation landscapes, and experience communicating about climate change;
- Knowledge of the higher education sector and pathways to impact.

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

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](mailto: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.

