

University Alliance Job Description

Post title: **Communications Assistant**

Responsible to: **Head of External Affairs and Communications**

University Alliance (UA) is looking for an ambitious and independent communications assistant to support our communications and external affairs team to deliver impactful advocacy work on behalf of the UK's leading technical universities. The ideal candidate will be passionate about excellent communications, with an appetite for continuous learning and improvement to ensure our communications are always in line with current best practice.

This is a particularly exciting and challenging time in the university sector, with a fast-paced political environment, big policy changes on the horizon and a great deal of political and media scrutiny. This is an opportunity to work as part of a small and agile team at the heart of the action as we advocate on behalf of our member universities within this context. You will interact with colleagues and stakeholders at all levels, and contribute to the wider work of an effective influencing organisation.

Main purpose of the job

Working closely with the Head of External Affairs and Communications and Communications and Press Officer, you will provide communications support including managing social media engagement, ensuring the UA website is engaging and up-to-date and leading email campaigns.

Main responsibilities:

- Plan and manage email marketing campaigns
- Day to day management of UAs social media channels including Twitter and LinkedIn.
- Manage and update website content, supporting departments in keeping their own areas of the website up to date. Liaison with UA's external web provider.
- Management of the UA press inbox
- Maintenance of relevant databases including media contacts
- Help to design digital marketing material, including leaflets, flyers, adverts and other relevant online content.
- Provide content and logistical support for a varied events programme, including the annual summit, ad hoc parliamentary events and quarterly communications and policy network meetings.

Miscellaneous

- Supporting other key areas of the communications team admin including organising & booking travel, event planning including sourcing suppliers, arranging couriers amongst other duties.
- Undertake a range of other appropriate tasks as directed by the Head of External Affairs and Communications

Relationships/contacts

Internal: Staff across UA at all levels.

External: Staff of professional, governmental and educational institutions. Private persons and businesses where appropriate.

This document outlines the duties required, for the time being, of the post-entitled Communications Assistant to indicate the level of responsibility. It is not intended to be a comprehensive or exhaustive list and we may vary duties, from time to time, which do not change the general character of the job or the level of responsibility entailed.

Terms and Conditions:

Starting salary: £28,000 per annum, pro rata for part-time

FTE: 0.6FTE (working 22.5 hours per week)

Duration of Contract: Fixed term until 31st July 2023

Probation period: 6 months

Annual leave: 25 days (pro rata for part-time/fixed term) plus standard public holidays and additional days including the closure of our office between Christmas and New Year.

Other benefits include flexible working practices, pension scheme and life cover.

Principal location of work:

University Alliance operates an agile working model where staff have the option to work the majority of the week remotely with access to a 'touchdown' space on one of the campuses of our member universities (Coventry University's London campus) for times when physical presence is required or preferred for performing job roles. This is subject to change depending on government guidelines relating to the pandemic.

The *touchdown space is a modern, secure, bright, roomy shared spaced predominantly for the use of Coventry University's student alumni and enterprise students. The space is not a traditional office space, it operates a clear desk space with Wi-Fi and access to printing facilities

and its primary use is for collaborative working with colleagues across the organisation. We also have access to a room booking system for meetings and tea and coffee making facilities.

Application process:

To apply, please review the job description and apply via an email with the subject line:

Personal Assistant to info@unialliance.ac.uk

- 1) An up-to-date CV of no more than two sides of A4.
- 2) A cover letter of no more than two sides of A4 addressing why you are interested in working for University Alliance and how your knowledge, skills and experience meet the requirements of the role.

Please also mention where you saw the job advertised.

Closing date: 11.59pm, 31 July 2022

Interview date: Interviews via MS Teams, 10/11 August 2022

The selection process will include an interview and a task confirmed on invitation to interview.

We reserve the right to close the vacancy prior to the closing date. If you have not heard from us within 28 days of the closing date, please consider that you have not been successful at shortlisting stage.

University Alliance values diversity and is an equal opportunities employer. We actively encourage applications from people from diverse backgrounds.

Person specification

Specification	Essential	Desirable
Education/ Training	Educated with a minimum of A-levels (or equivalent level qualification) or proven professional work experience	
Experience	<p>Experience of managing a social media account with a significant number of followers.</p> <p>Experience of a range of marketing and communications activity (e.g., developing web content, working with the press, writing for marketing purposes)</p>	Minimum one-year experience working in a communications role.
Skills/aptitude	<ul style="list-style-type: none"> • Excellent proofreading skills • A very high level of written English, with the ability to write engagingly for a range of audiences • Meticulous attention to detail • Excellent verbal communication skills • Excellent organisational skills • Excellent IT skills, including knowledge of MS Office • Ability to work quickly and accurately to tight deadlines 	<ul style="list-style-type: none"> • Knowledge of video editing • Experience of website editing using a content management system
Personal qualities	<ul style="list-style-type: none"> • Able to prioritise multiple tasks, projects and stakeholders simultaneously • A self-starter, you are confident to work under your own initiative with minimal supervision • A flexible and supportive approach to working within a small team to deliver shared objectives • Ability to communicate clearly in person and in writing 	<ul style="list-style-type: none"> • Knowledge and interest in the higher education sector • Knowledge and interest in UK politics
Other	Willingness to travel to attend meetings and events as required	A willingness to undertake further training and development