

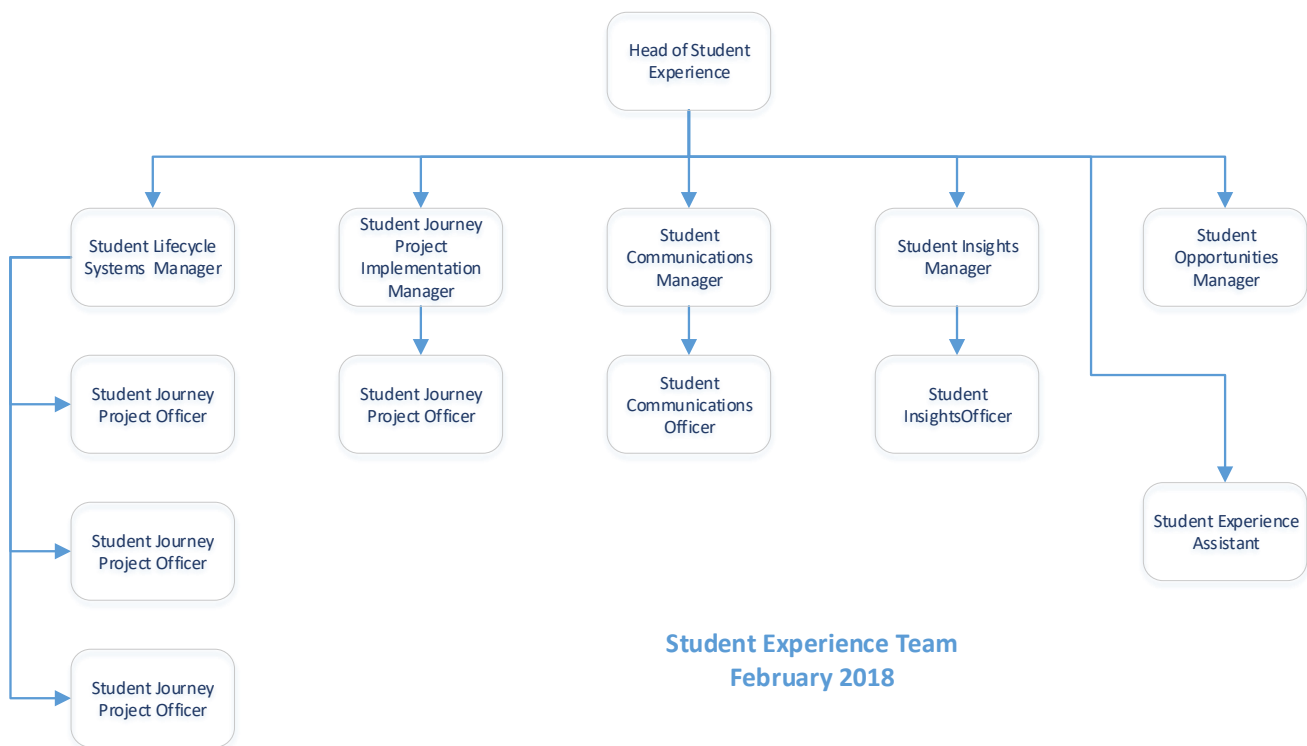
It is important to note that this job description is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your contract of employment.

Job Description for the post of:

Student Communications Officer EHA1604-0418

Reporting to: Student Communications Manager

Accountable to: Head of Student Experience



The Post

The Student Experience Team is newly formed to enable the delivery of a top class and seamless experience for our students through a collaborative approach to coordinating student focused activity, with 'students as partners' at the heart of what we do.

The team has six student-focused work streams, each with a defined objective:

- Develop a strategic approach to the delivery of an outstanding **arrival, welcome and transition** experience;
- Enhance the connectedness of **student systems** and maintain oversight of the user experience;
- Provide professional project management to the **Student Journey Programme**;
- Create an innovative, institutional approach to **student communication** which includes the segmentation of comms to enable targeted, personalised messages to groups/cohorts of students;
- Develop an institutional approach to seeking and managing **student insights** and provide expert advice and guidance on the effective utilisation of feedback mechanisms;
- Promote the diverse range of enrichment and development **opportunities** available to students.

The Student Communications Officer is one of ten new roles for the University as part of this ongoing commitment to enhancing the student experience.

The post holder will contribute to the development of a new student communications function which will provide a central resource for supporting the dissemination of key messages to students.

They will be encouraged to take a fresh and innovative approach to communicating with the student body through the coordination of campaigns that capture the attention of students and increases engagement with a diverse range of university activity. They will provide advice and guidance on communication best practice, have experience of writing content with impact and of working with stakeholders at all levels. Excellent communication skills and a collaborative approach to work are essential.

This is an exciting opportunity to be part of a growing team that values innovation, working across organisational boundaries and putting students at the heart of what we do.

Duties and Responsibilities

1. Support the establishment of the new student communications function to provide a focal point for the wide range of student communications which take place across the academic year.
2. Maintain a schedule of institutional internal student communications to ensure timing and frequency of contact is appropriate, calls to action are clear and the impact of communications are measured and evaluated.
3. Developing strong working relationships with colleagues in academic departments and professional service areas to enable the sharing of information and guidance on internal student communications.
4. Devise, design and deliver creative and effective internal student communication campaigns that engage students with activity across the breadth of the student experience.
5. Provide advice and guidance to colleagues across the University on 'voice', style, content and channels, in line with the Student Communications Framework.
6. Support the procurement and development of the Customer Relationship Management system and subsequently administer it to support a segmented, tailored approach to student communications.
7. Produce management information on the outcomes of CRM campaigns for a range of internal stakeholders.
8. Curate the collation and presentation of key student facing institutional documents (e.g. Terms and conditions, Student Handbook), ensuring a single point of reference for students to access
9. Work collaboratively with Corporate Communications to identify further opportunities for the promotion of student experience activity via external channels.
10. Promote the student communications work stream and convey its value to colleagues across the University to encourage a strategic approach to scheduling, designing and disseminating messages to enhance the wider student experience.

11. Attend internal and external committees and networks as necessary.

12. To undertake any other duties as required by the Head of Student Experience, Director of Student Recruitment and Administration or other senior colleagues.

In addition to the above all Edge Hill University staff are required to:

- Adhere to all Edge Hill's policies and procedures, including Equality and Diversity and Health and Safety
- Respect confidentiality: all confidential information should be kept in confidence and not released to unauthorised persons
- Undertake appropriate training and development as required
- Participate in Edge Hill's Performance Review and Development Scheme
- Adhere to Edge Hill University's environmental policy and guidelines and undertake tasks in a sustainable manner
- Demonstrate excellent Customer Care in dealing with all customers

Salary: Grade 5, Points 19-22
£23,557 - £25,728 per annum

Hours: 36.25 hours per week

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

PERSON SPECIFICATION

Student Communications Officer

EHA1604-0418

CRITERIA:

Applicants should provide evidence of their ability to meet the following criteria:

		Essential	Desirable	*Method of assessment (I/A/T/P)
Qualifications				
1	Educated to degree level or equivalent relevant work experience	X		A
2	Evidence of continued professional development	X		A
Experience and Knowledge				
1	Understanding of the contribution effective student communications has on the wider student experience agenda.	X		A / I / P
2	Experience of writing content with impact for a range of purposes/ audiences	X		A/ T
3	Experience of working with a range of stakeholders across all levels	X		A/ I
4	Experience of working in a communications, marketing or creative setting		X	A
5	Experience of supporting the development and implementation of communication strategies		X	A/ P
6	Experience of administering a CRM system		X	A/ I
7	Experience of working in Higher Education		X	A
Abilities/Skills				
1	Excellent verbal and written communication skills	X		T/ P
2	Collaborative, flexible and proactive approach to work	X		A/ I/ T
3	Ability to apply creativity and innovation to working practices	X		A/ T
4	Ability to work independently and as part of a team	X		A/ I
5	Ability to work to tight deadlines	X		A
6	Ability to solve problems	X		T

7	Excellent IT skills (including MS Word, Excel, Power Point and Outlook)	X		A/ T
8	Excellent attention to detail	X		T

***Method of Assessment (I-Interview, A-Application, T-Test, P-Presentation)**

Please note that applications will be assessed against the Person Specification using this criteria.