



## Job Description

**Job Title:** Communications Assistant

**Reporting to:** Digital Communications Manager

**Contract type:** Permanent, office-based

### Overview of the role

The Communications Assistant is an essential supporting role within University College Communications team and within the wider Development, Communications and Alumni Relations department. The post-holder will be part of a three-person team, maximizing the use of our communications channels: extend our reach, attract the best students, academics and staff, reflect positively our values and achievements and to build the community of Univ's alumni and friends. Channels include: (digital) website / intranet, social media, and (non-digital) College magazine(s) and ad-hoc print material.

### Main Duties and Responsibilities

- 1) Sourcing, writing and editing news stories for both print and online publication.
- 2) Proofreading and reviewing content to ensure that materials conform to our Style Guide and brand guidelines and is engaging and inclusive of all audiences.
- 3) Helping to publish content across the College's internal and external channels (training provided where needed).
- 4) Maintaining and helping to expand the College's digital image library.
- 5) Managing the Communications inbox, responding in a timely manner, in collaboration with other team members. Occasionally responding to Freedom of Information requests.

### Other duties

- 6) Sourcing and editing of appropriate images for website and publication.
- 7) Use of analytics to measure the impact our content and channels.
- 8) Assisting in the production of promotional videos and other digital content.
- 9) Liaising with staff, Fellows, students and external College community to help keep the Communications Team abreast of news, events and other developments.



## Person Specification

### Essential:

- Excellent written English.
- Creativity and an interest in creating engaging content.
- Good organisation, expectation management and an ability to work to deadlines.
- Ability to work both independently and collaboratively.
- A multitasking approach to work with the ability to prioritise.
- A confident communicator to all levels.
- Solid working knowledge of key Microsoft packages (Word, Excel, PowerPoint), Content Management Systems and design software, such as Canva.
- Interest in skills development and learning on the job as the role evolves.

### Desirable:

- Experience of working in Higher Education.
- Previous work in communications, publishing, journalism or digital media.
- Interest in video production.
- Understanding of social media scheduling tools.
- Interest in social media use for corporate communication.