

Candidate Information

Position: Student Experience & Communications Officer
School/Department: Education and Student Services
Reference: 23/111179
Closing Date: Monday 18 September 2023
Salary: £37,841 - £45,148 per annum
Anticipated Interview Date: Tuesday 3 October 2023
Duration: Permanent - Full Time

JOB PURPOSE:

The Student Experience & Communications Officer will be responsible for developing and delivering an effective engagement and communications strategy, creating and promoting a positive and exceptional experience for incoming and returning students.

This role will be key in helping deliver student priorities in Strategy 2030, including delivering a transformative student experience and supporting digital transformation. The post holder will lead and manage the Student Experience marketing and communications activity, creating high quality content and innovate campaigns across all digital and non-digital platforms. This role will enhance student voice and partnership, connecting key audiences, building community and creating identity with the University and its services.

MAJOR DUTIES:

1. Develop, manage, and implement an effective marketing and communication strategy, aligned to strategic objectives, that enhances effective communication with students, staff and key stakeholders.
2. Create and implement high quality content for a range of digital and non-digital channels and platforms, to include engaging copy, images, audio and video, and maintain it through various content management and asset management systems.
3. Be responsible for content and format of student experience webpages, intranet & social media to support student communications activity, ensuring a high-quality web presence and mobile compatibility.
4. In conjunction with the Students Union, develop student partnership campaigns and resources to support participation in student voice and partnership enhancement activities.
5. Project manage and develop student partnership activities that support the delivery of student priorities in Strategy 2030, including delivering a transformative student experience and supporting digital transformation.
6. Produce and develop the outputs of the Student Query Management project in mapping the student query journey for services, helping improve the student experience.
7. Manage the workload of a small team of support staff in line with the marketing and communication strategy.
8. Development and manage branding in conjunction with University guidelines.
9. Build relationships and work effectively with colleagues across Faculty and Professional Services to co-ordinate and develop key messages and campaigns to promote student voice and partnerships.
10. Designing/Selecting appropriate promotional materials such as posters, banners, flyers, booklets and orientation material.
11. Produce, analyse, and present reports for senior management following campaigns to evaluate success and identify areas for adaptation and improvement.
12. Use online analytics to build accurate and evidence-based insights into student behaviours that inform decision making at a strategic level. Use insights gained to optimise the student experience.
13. Monitor new trends and techniques to ensure that communication objectives are delivered in an innovative and effective way. Consult with University digital steering committee and working groups to ensure digital innovations are delivered within University Digital Governance Framework.
14. Conduct research and undertake relevant professional development to remain up to date with sector developments that will contribute to the understanding and successful delivery of student-based communications.

15. Undertake other reasonable duties and responsibilities as required by the Student Experience Manager and Management team.

ESSENTIAL CRITERIA:

1. A degree in a relevant subject or substantial experience in a similar role as outlined in point 2.
2. Significant recent relevant experience in a marketing / communications role to include experience in:
 - Managing social media channels
 - Designing promotional or learning materials
 - CMS (content management system) and web authoring experience; and
3. Experience of developing and delivering successful marketing and communication strategies.
4. Experience of planning and delivering innovative and successful engagement campaigns.
5. Experience of producing compelling content that drives audience engagement and encourages active participation with programmes and digital platforms.
6. Experience analysing and interpreting data to inform decision making at a senior level.
7. Knowledge and understanding of the digital marketing landscape, recent trends and developments.
8. Proficient user of MS Office packages and general confidence and aptitude with IT systems.
9. Outstanding writing, editing and proof-reading skills, with the ability to produce high-quality accurate work to tight deadlines and adapt editorial style to a wide range of audiences.
10. Good verbal and written communication skills together with an ability to explain complex issues.
11. Ability to work under pressure to meet targets and deadlines.
12. Strong interpersonal skills and ability to operate on own initiative as well as part of a team.
13. Willingness to work beyond normally working hours when and as required.

DESIRABLE CRITERIA:

1. A postgraduate or equivalent professional qualification in marketing and communications, digital marketing, or related subject.
2. Experience working in digital marketing, communications or learning in a third level education context.
3. Experience of leading video content development.
4. Experience in creating content that builds identity with the student journey and academic milestones.