

Candidate Information

Position:	Sustainability Communications Co-ordinator
School/Department:	Strategic Communications
Reference:	24/112106
Closing Date:	Monday 19 August 2024
Salary:	£33,785 - £38,765 per annum
Anticipated Interview Date:	Thursday 12 September 2024
Duration:	Permanent

JOB PURPOSE:

Working as part of the Strategic Communications Directorate's Internal Communications Team and as a key partner to the Estates Directorate's Sustainability Team, the Sustainability Communications Coordinator will play an integral role in the delivery of the University's ambitious sustainability objectives, including our commitment to achieve net zero by 2040.

This role will support the successful outworking of the university's Net Zero Plan by coordinating, curating and producing innovative and creative sustainability-focused content that engages our diverse audiences, inspiring behaviour change and raising awareness of sustainability issues, events and progress.

Liaising with a variety of internal and external contacts and working across a range of communication platforms to promote a wide and diverse portfolio of sustainability projects, initiatives and engagement opportunities, this role will involve complex coordination and planning to ensure the effective delivery of an impactful suite of sustainability channels and campaigns, including, but not limited to, web, social media and email campaigns.

MAJOR DUTIES:

1. Implement the University's Integrated Net Zero Communication Plan by coordinating sustainability-focused campaigns and communications that align with the University's strategic objectives, promoting awareness of the integration of climate action across all our activities.
2. Create, develop, edit and implement high-quality multi-channel content to raise awareness and inspire behaviour change, including identifying and researching story leads, completing interviews, producing video content and drafting engaging copy for web, news stories, blogs, emails, newsletters, profiles, speeches and printed collateral.
3. Support the embedding of sustainability considerations, issues and plans across the wider work of the Strategic Communications Directorate, ensuring that they are considered and reflected appropriately in all corporate communication activity and planning.
4. Maintain the University's sustainability content planner, coordinating and scheduling sustainability communication activity across the University to maximise impact.
5. As a member of the University's Sustainability Engagement and Communications Working Group, build and maintain effective relationships and share best practice in sustainability communication with internal partners.
6. Provide communication support for in-person and virtual sustainability events.
7. Lead the review of the University's existing sustainability web pages, creating new web pages and content and enhancing, editing and re-using legacy content where appropriate. Produce clear and concise written material for the website that follows university policies and standards for digital content, accessibility, user experience, search engine optimisation and mobile compatibility.
8. Monitor and moderate social media accounts and create innovative social media content that raises awareness of sustainability issues and inspires behaviour change.
9. Ensure that all content is consistent with University brand guidelines and University digital governance policies, standards and procedures.

10. Analyse and evaluate the impact of communication methods, using insights to inform evidence-based approaches and support continuous improvement, and undertake insight-gathering research with internal audiences.
11. Liaise effectively with external stakeholders, including working with external agencies, creatives and suppliers to deliver content and other requirements.
12. Effectively manage an allocated communication budget for sustainability communication activity, ensuring maximum impact for spend. Ensure budget is managed in accordance with the University's financial policies and procedures.
13. Monitor new trends, technologies and working practices to ensure innovative and effective communications.
14. Perform any other duties as reasonably requested by the line managers.

ESSENTIAL CRITERIA:

1. Third level qualification (honours degree or higher) OR extensive recent relevant experience in a communications role.
2. Significant demonstrably relevant experience of working in an internal communications, media, public relations or marketing role.
3. Proven track-record of developing, planning and delivering successful and creative communications and multi-channel campaigns for a range of audiences.
4. Experience of using a Content Management System and writing for the web.
5. Experience in managing social media channels and producing engaging content that supports objectives.
6. Experienced user of MS Office packages and demonstrable up to date practical experience of relevant software packages in a working environment.
7. In depth knowledge of current developments and trends affecting traditional media, online media and digital technologies.
8. Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales and within budget.
9. Ability to develop effective relationships and work collaboratively.
10. Ability to work on own initiative and as part of a team.
11. Excellent written English and oral skills, including the ability to communicate information with clarity and accuracy.
12. Ability to develop and deliver tailored reports and presentations for a wide range of audiences.
13. Excellent interpersonal skills with a record of working and influencing a range of stakeholders.
14. Willingness to work beyond normal working hours when and as required to meet the needs of the role.

DESIRABLE CRITERIA:

1. A Bachelor or Master's degree or equivalent in communications, media, journalism or marketing.
2. Experience of sustainability communications.
3. Experience of engaging internal audiences.
4. Experience of creating multimedia content, such as short videos or podcasts.
5. Experience of digital marketing.
6. Experience of working in the Higher Education sector.
7. An understanding of sustainability issues within a national and international context.