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 communications team, maximizing the use of our communications channels: to 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 (including monitoring the inbox outside office hours), 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) Using analytics to measure the impact our content and channels.
8) Supporting Digital communications and 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 content.
- Interest in social media use for corporate communication.