Birkbeck
UNIVERSITY OF LONDON

JOB DESCRIPTION AND PERSON SPECIFICATION



JOB DESCRIPTION

Job title: Student Communications and Events Manager

Faculty/department: Education and Student Experience Directorate

Reports to: Deputy Director of Student Services (Student Advice and Career Services)

Responsible for: Supervises Birkbeck Ambassadors during events. No current formal line-management responsibility; future line-management responsibilities may be considered as the role evolves.

Grade: 6

PURPOSE OF THE JOB

The Student Communications and Events Manager is responsible for leading the creation, coordination and delivery of high-quality digital content and student communications on behalf of the Education and Student Experience Directorate and the wider College. The postholder is responsible for outbound communications to students, including the weekly student bulletin, start-of-term messages and key digital channels, ensuring information is accurate, accessible, timely and aligned with Birkbeck's tone, standards and priorities. The role also supports the planning, coordination and operational delivery of Directorate events, with particular focus on Welcome and Orientation activity, ensuring effective communications, scheduling, logistics, administrative support and evaluation before, during and after key student-facing events.

MAIN DUTIES

- Lead the development and delivery of the Directorate's digital content and student communications strategy, ensuring activity is aligned with Birkbeck's brand, tone of voice, accessibility requirements and strategic priorities.
- Plan, create, edit and publish high-quality student-facing content across key digital channels, including bulletins, start-of-term communications, digital screens, Moodle, Connect, web pages, video content and social media.
- Maintain clear editorial standards and quality assurance processes so that content is accurate, timely, inclusive, accessible and consistent across platforms.
- Manage the Directorate's social media presence, overseeing content planning, creation, curation, scheduling, community engagement and performance monitoring.

- Use analytics, user insight and stakeholder feedback to evaluate the effectiveness of student communications, identify opportunities for improvement and increase engagement with key student audiences.
- Build effective working relationships with colleagues across the Directorate and wider College, providing advice, guidance and training on digital communication, content planning and effective use of channels.
- Coordinate communications planning for Directorate-wide events, working with stakeholders to support schedules, resources, logistics, administration and event-related content.
- Support the planning, delivery and evaluation of Welcome and Orientation activity, ensuring student communications and operational arrangements are clear, coordinated and delivered to agreed timelines.
- Supervise Birkbeck Ambassadors during student-facing events, including briefing, task allocation, on-the-day coordination, support and feedback to ensure effective event delivery and a positive student experience.
- Contribute to the future development of the role, including the potential to take on management responsibilities as operational requirements and team structures evolve.
- Lead or contribute to cross-directorate planning meetings, gathering priorities, messages and requirements to support coordinated communications and content delivery.
- Manage content calendars and workflow processes to ensure communications are planned, prioritised and delivered efficiently, including time-critical announcements and urgent updates.
- Ensure all digital communications and content comply with relevant legal, ethical and institutional requirements, including copyright, data protection, accessibility and equality, diversity and inclusion standards.
- Support the organisation of student-facing events, meetings or projects as directed by the Deputy Director of Student Services or Director of Education and Student Experience.

Please note this job description reflects the core activities of the role and, as the College and the post holder develops, there will inevitably be changes in the emphasis of duties. It is expected the post holder will recognise this and adopt a flexible approach to work and to participate in training.

WORKING RELATIONSHIPS AND CONTACTS

- Report to the Deputy Director of Student Services (Student Advice and Career Services).
- Work closely with teams across the Education and Student Experience Directorate to gather priorities, coordinate messages and support student-facing communications and events.
- Liaise with Registry, academic departments and professional services colleagues to ensure operational updates and student information are accurate, timely and clearly communicated.
- Collaborate with External Relations and Marketing, IT Services, the Digital Education team and Library colleagues on digital channels, accessibility, systems, content quality and student engagement activity.
- Coordinate with the Students' Union and student representatives where appropriate to support inclusive, student-centred communications and event delivery.
- Supervise Birkbeck Ambassadors during events by briefing them, allocating tasks and supporting effective on-the-day delivery.

DIMENSIONS

- Responsible for managing Directorate student communications across multiple digital channels and supporting the operational delivery of key student-facing events.
- Supervises Birkbeck Ambassadors during events. The role does not currently include formal line-management responsibility, although this may be reviewed as the role and Directorate structures evolve.
- Works with a wide range of internal stakeholders to coordinate messages, timelines, resources and evaluation across communications and events activity.

GENERAL RESPONSIBILITIES – universal to all Birkbeck roles

- To adhere to the College's Equal Opportunities policy in all activities, and to actively promote equality of opportunity wherever possible.
- To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act (1974) and relevant EC directives.
- To work in accordance with Birkbeck's data protection policies, and relevant current data protection legislation.
- To undertake such other duties as may be reasonably required.

PERSON SPECIFICATION

Candidates will be able to demonstrate the following criteria within the areas of : Knowledge/ Technical Skills/ General Skills & attributes/ Experience/Qualifications.

Criteria:

KNOWLEDGE / TECHNICAL SKILLS	**Essential/ Desirable**
Demonstrable understanding of digital communications, information design and content management across multiple channels, including web, social media and student-facing platforms.	Essential
Ability to produce accurate, engaging and audience-appropriate student communications in line with house style, tone of voice, editorial procedures and accessibility requirements.	Essential
Editorial, copywriting and proofreading skills, with strong attention to accuracy and consistency.	Essential
Understanding of social media management and the appropriate use of digital media, including images, audio or video, in student-facing online content.	Essential
GENERAL SKILLS AND ATTRIBUTES	
Excellent organisational and time-management skills, with the ability to prioritise work, manage competing demands and deliver to agreed deadlines.	Essential
Strong interpersonal and communication skills, with the ability to influence, advise and build effective working relationships across teams and stakeholders.	Essential
Project coordination and management skills, including planning, monitoring progress, coordinating contributors and supporting delivery of events or communications activity.	Desirable

Flexible and proactive approach, with the ability to adapt to changing priorities and learn new systems, processes and areas of work as the role develops.	Essential
EXPERIENCE	
Demonstrable experience of developing, editing and publishing content for digital channels, such as student bulletins, email newsletters, websites, social media or student-facing platforms.	Essential
Experience of coordinating communications, events or projects involving multiple stakeholders and deadlines.	Essential
QUALIFICATIONS	
Educated to degree level or able to demonstrate equivalent professional experience relevant to communications, digital content or event coordination.	Essential

FURTHER INFORMATION

Salary:

£39,761 rising to £45,132 per annum.

The salary, as shown above, is on the College's London pay scale, which includes a consolidated weighting/allowance, which applies only to staff whose normal contractual place of work is in the Greater London area.

Hours:

35 hours per week (1.0 FTE)

Working pattern:

Hybrid

Probation period:

6 months

Duration of post:

Open-ended

Please note that this appointment will be conditional on satisfactory clearance of an enhanced check with the Disclosure and Barring Service (DBS).

HOW TO APPLY

Closing date:
11.59 PM on 23 November 2026

Interview arrangements:

Interview date on 1 December 2026

The selection process will involve:

- A panel interview
- A task: Candidates will be asked to deliver a presentation on a given subject

Start date: To be confirmed following interview.

To apply for this position please go to our online recruitment portal.

Please ensure your application includes full details of your employment history, education and qualifications, and recent development. For some roles, this will be collected in the application form, for others you will be asked to include this in a professional CV, which can be uploaded.

If you would like to know more about the role, please contact Samantha Commons, Deputy Director of Student Services (Careers & Advice Services), at s.commons@bbk.ac.uk.

RIGHT TO WORK IN THE UK

This post is not eligible for sponsorship. Successful applicants will need to demonstrate their right to work in the UK via another means.

HELP AND ASSISTANCE

If you are having difficulties accessing the recruitment portal, please email jobs@bbk.ac.uk.

OUR COMMITMENT TO EQUALITY AND DIVERSITY

The College is committed to providing the highest quality academic and working environment where all staff, students, visitors and contractors are welcomed respected and treated in a fair, consistent and non-discriminatory manner. The College is proud of its diversity and welcomes applications from all sections of the community. No one will be treated unfairly because of their sex, race, disability, sexual orientation, age, religion or belief, carer status, political belief, pregnancy/maternity, social class, gender identity or marital/civil partnership.

Birkbeck is a member of the 'positive about disability' Disability Confident scheme and will interview all candidates who both declare a disability within the meaning of the Equality Act 2010 and meet the minimum essential criteria for the post, subject to any limits on the overall number of interviews.

Birkbeck is a member of Advance HE, holds an institutional Bronze level Athena SWAN award, is a Mindful Employers Charter signatory and subscribes to Stonewall's Diversity Champions.