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| Last updated: | 13 March 2023 |

**JOB DESCRIPTION**

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| Post title: | Communications Officer | | |
| Standard Occupation Code: (UKVI SOC CODE) | 3543 | | |
| School/Department: | Office of Development and Alumni Relations (ODAR) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 3 |
| Posts responsible to: | Head of Alumni and Supporter Communications | | |
| Posts responsible for: | None | | |
| Post base: | Office-based with some public interaction | | |

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| Job purpose |
| To support the Communications function within ODAR with the creation, management, delivery and evaluation of Alumni and Supporter Engagement (ASE) content for multiple communication channels, in order to strengthen mutually beneficial relationships with our alumni and supporter community. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | **Engagement**  To proactively source, generate, develop, write/produce compelling content to support all ODAR activities – philanthropy, volunteering, brand advocacy and other alumni relations. Understand the audience, the messages that will resonate with them and the most appropriate communication channels to deliver the message.  To include, but not limited to:   * Case studies to support Fundraising, Donor Relations, Volunteering and Campaign development as required – eg seeking and generating stories about patients, students, donors, scientists, research projects – to work across a variety of media – video, print, social… * Writing relevant and compelling content that is appropriate in tone and style for different audiences and our various Alumni & Supporter channels (for example magazine, fundraising collateral, social, emails) – interviews, features as appropriate – and assisting in production * Producing/finding new content and new followers to increase our engagement across our social media channels – supporting fundraising and alumni relations * Organising communication activities at events - including interviews, video clips, photo shoots, features, as appropriate * Writing internal communications – monthly communication updates for ODAR, articles for Staff magazines… * Supporting correspondence from alumni and supporters in response to communications and maintaining detailed records of all communications * Liaise with other Departments across the University to provide advice, guidance and support in the delivery of communications/activity to the alumni and supporter community, reporting back on new opportunities for the team in support of our ODAR objectives. | 65% |
|  | **Programme development**  With support and direction from the Engagement & Campaign Manager, to deliver a range of alumni and supporter engagement and communication activity for the Office of Development and Alumni Relations  To include, but not limited to:   * Oversee communication processes for specific projects - to encompass stakeholder management, budgeting, creative briefing, data requests, liaising with suppliers and meeting timelines to achieve the team’s objectives. * Assist in the management of the social media channels – with regular and relevant posting, in adherence to our social media strategy. * Ensure the Alumni & Supporter web experience is optimised – including regular web amends and supporting the development of new engagement hubs/web pages. * Manage the alumni and supporter content calendar – to ensure regular, balanced, timely delivery of engagement activity; and advise on/support cross-departmental communications and marketing activities to ensure a joined up-approach. * Undertake market research to advise on content and messaging for departmental communications. | 20% |
|  | **Analysis and reporting**  To include, but not limited to:   * Monitor and analyse ODAR communication effectiveness, including Mailchimp, website usage and social media statistics, working with the Data and Analytics team to agree regular analysis to meet KPIs. * Undertake research and analysis to identify new opportunities that will inform ODAR communications plans. * Stay up-to-date with the latest communications and marketing developments including the use of new technology and channels. * Attend relevant professional networking groups where appropriate. * Support the Engagement & Campaign Manager to maintain up to date budgets, and prepare financial reports when required. | 10% |
|  | **Additional duties**  Any other duties as allocated by the line manager following consultation with the post holder. | 5% |

| Internal and external relationships |
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| * Office of Development & Alumni Relations * Communications and Marketing * Management, Faculties and Professional Service staff at all levels * Student Services * Students’ Union * Internal suppliers,e.g.print centre * External suppliers, e.g. freelance writers, printers, photographers, creative agencies, video producers * Donors and volunteer supporters * Current students * Individual alumni and the alumni community as a whole |

| Special Requirements |
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| There is a need for the post holder to be flexible to work outside normal hours, eg: weekends and evenings, where necessary to support the range of activity and at peak times. A willingness to travel within the UK, as this may be required on occasion. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge & experience | Skill level equivalent to achievement of HNC, A-Level, NVQ3 AND/OR relevant work experience acquired in relevant roles and job-related training.  Experience of generating compelling and creative content – digital, video and articles for print to support strategic communications.  Experience in writing clear, concise and compelling marketing and/or communications copy  Experience of delivering creative materials and multichannel campaigns  Experience in communicating with specific audiences using various media channels, including social media.  Experience of working on multiple projects concurrently.  Use of evaluative techniques to measure success | Relevant degree (or equivalent qualification or experience).  Experience of working in Alumni Relations, Higher Education or Charity sector.  An awareness of the role and impact of alumni relations and development activity within a higher education context.  Working with alumni and fundraising databases, eg: BBCRM  Experience using design software | Application form, interview and  written test  References |
| Planning & organising | Highly developed organisational skills.  Able to plan and prioritise a range of one’s own, and the team’s, standard and non-standard work activities.  Able to successfully plan and deliver multi-stakeholder projects over a period of several months.  Ability to recognise the impact of own activities on the workload of others.  Accuracy and attention to detail.  Excellent at working to tight deadlines. |  | Application form,  interview  References |
| Problem solving & initiative | Able to identify and solve problems by applying judgement and initiative to tackle some situations in new ways and by developing improved work methods | Understanding and appreciation of cultural differences. | Application form and interview |
| Management & teamwork | Able to solicit ideas and opinions to help form specific work plans.  Able to positively influence the way a team works together.  Experience of and able to effectively allocate work and check the work of others ensuring required service standards and deadlines are met, giving constructive feedback where necessary. |  | Application form and interview |
| Communicating & influencing | Strong communication skills, both written and verbal.  Demonstration of creativity – in idea generation and delivery to support strategic goals.  Proactive in developing relationships with colleagues across the University.  Confident communicating instructions/processes and/or presenting to groups of people, including senior leadership.  Confidence in producing content for social media and digital channels.  Excellent attention to detail and accuracy, good grasp of English Language – ability to proof-read  Able to elicit information to identify specific customer needs.  Able to offer proactive advice and guidance.  Able to deal with sensitive information in a confidential manner. | Writing of impact stories to engage an audience in a particular campaign/communication | Application form, interview and  written test |
| Other skills & behaviours | Willing to learn how to use University Systems  Embrace, support and comply with ODAR’s departmental values  IT literate, including competent use of Microsoft Office, Access, PowerPoint, Word and Excel and website technologies  Support the UoS EDI agenda through own behaviour:  <https://www.southampton.ac.uk/diversity/our-commitment/index.page>  Demonstrate the Southampton Behaviours:  <https://www.southampton.ac.uk/~assets/doc/hr/Southampton%20Behaviours.pdf> | Understanding of Data Protection legislation  Experience of producing video clips  Experience of the use of University systems including:   * Alumni database (BBCRM) * Website content management system (TeamSite) * Student record system (Banner/Discoverer) * Finance system (Agresso) * Mailing software (Mailchimp) | Application form and interview |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (eg: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (eg: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles(eg: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (eg: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (ie: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (eg: pipetting) |  |  |  |
| Gross motor grips |  |  |  |
| Repetitive reaching below shoulder height |  |  |  |
| Repetitive reaching at shoulder height |  |  |  |
| Repetitive reaching above shoulder height |  |  |  |
| **PSYCHOSOCIAL ISSUES** | | | |
| Face to face contact with public |  | X |  |
| Lone working | X |  |  |
| ## Shift work/night work/on call duties |  |  |  |