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| Last updated: | 19/02/24 |

**JOB DESCRIPTION**

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| Post title: | **PSDI Communications and Engagement Officer** | | |
| School/Department: | Faculty Operating Services | | |
| Faculty: | Faculty of Engineering and Physical Sciences (FEPS) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| \*ERE category: | n/a | | |
| Posts responsible to: | Operations Manager | | |
| Posts responsible for: | N/A | | |
| Post base: | Office-based | | |

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| Job purpose |
| * Responsible for the development and implementation of a communications, marketing, and engagement strategy for the Physical Sciences Data Infrastructure (PSDI) * Responsible for building relationships with internal (University of Southampton, STFC, and PSDI Partners) and external PSDI Stakeholders and the broader physical sciences research community * Develop and facilitate public engagement activities through communications and events with stakeholders and the physical sciences community. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | **Communications and Engagement**   * Develop and facilitate an integrated Public Engagement/Relations and external communications and marketing plan for the Physical Sciences Data Infrastructure (PSDI). * Deliver the agreed strategy via a mixture of facilitation and implementation using the most appropriate engagement channels, with consideration to social media trends, best practice and budgeting constraints. | 30 % |
|  | **Website and Media**   * Develop and support the PSDI websites (and future services) including planning, creating, designing, and agreeing content, and updating as required. Disseminate updates, news blogs, newsletters, and milestones via suitable social media channels (e.g., LinkedIn, X). Develop a consistent PSDI brand and lead in the updating of PSDI web and digital content, ensuring consistent branding and messaging for all PSDI related material. * Identify media opportunities within PSDI: provide copy and other content as required in collaboration with copywriters and key stakeholders and at points liaise with both the University of Southampton and STFC Media Relations Offices to devise appropriate media coverage via these institutions, with the intention of strengthening PSDI brand presence and community awareness. | 20 % |
|  | **Events**   * Develop, organise and support PSDI fully branded and co-branded events with support from the PSDI administration and management team member. This includes planning, stakeholder liaison, venue selection and facilitating all associated communications, and engagement material. * Organise physical, hybrid and virtual events, for a range of different audiences, ranging from large scale conferences (including industrial and academic members), workshops, seminars, training, outreach endeavours, and joint venture events requiring close liaison and negotiation regarding sponsorship, branding and communications. * Support key community events, such as town hall meetings, training workshops, summer schools and other PSDI centric meetings and forums. | 20 % |
|  | **Relationship Management**   * Cultivate effective working relationships with PSDI internal stakeholders from University of Southampton, STFC and PSDI Project Partners. * Cultivate effective working relationships with PSDI external stakeholders, research councils (especially EPSRC) and relevant working groups to ensure positive representation of PSDI programmes in line with prescribed strategy. * Provide professional advice and support, sharing best practice with key internal and external stakeholders to maximise effectiveness of all activities and establish credibility as a professional expert. | 15 % |
|  | **Planning and Monitoring**   * Establish effective performance monitoring systems for review of all activity against agreed objectives, informing stakeholders via relevant communication channels and using performance data to inform future planning. * Manage the PSDI’s external relations budget and conscientiously plan for best value and impact of all budgets under which products and services are procured. Manage stakeholder project contribution expenses against budget to ensure best return on their investment. Ensure that the procurement of goods and services meets University regulations. | 10% |
|  | **Other**   * Undertake any additional responsibilities as required by the PSDI Coordinator or Principal Investigators. | 5% |

| Internal and external relationships |
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| * PSDI Internal Team (Comprised from members of University of Southampton and STFC) * PSDI Project Partners * PSDI Stakeholders * EPSRC * Staff across University of Southampton and STFC for example: finance and procurement, hospitality, IT, FEPS staff and FOS. * Spin out companies, business partners, research councils, industry and professional scientific organisations, funding bodies. * The media, specifically for the Physical Sciences community. * External suppliers such as design agencies, film companies and printers. * The international Physical Sciences community, particularly via international data projects. * The general public. |

| Special Requirements |
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| * Flexibility to occasionally work unusual hours where required. * There may be the need for occasional travel to stay away for short periods from Southampton. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | * Skill level equivalent to achievement of HND, Degree, NVQ level 4 in communications or equivalent experience, plus broad management experience, including successful outcomes, in a similar work environment. * Demonstrable experience of developing integrated communication and engagement plans. * Experience of developing and delivering a successful communication strategy * Experience of leading communications and engagement campaign * Experience of developing and working with brand guidelines. * Experience of identifying media opportunities, managing external communications and building appropriate relationships to facilitate good publicity. * Experience in dealing with all aspects of digital media – including the creation and maintenance of websites, and management of social media accounts. * Experience of planning and delivering a successful communications and engagement strategy from planning to delivery | * Demonstrable Project Management experience in a large organisation. * Video editing skills * Digital asset editing and creation | Application/ Interview |
| Planning and organising | * Ability to successfully plan, organise and deliver internal and external events as requested (whether physical, hybrid or virtual) * Able to complete objectives within agreed performance standards, budgets and timescales. * Ability to monitor budgets, manage and report on ROI to management team. * Strong project management skills and coordination of a number of stakeholders and concurrent projects in sometimes complex relationships and to multiple deadlines. |  | Application/ Interview |
| Problem solving and initiative | * Ability to analyse and understand often complex and long-standing challenges, applying professional knowledge to problem solve and propose actions for self and stakeholders with an awareness of implications creative and dynamic academic and industrial environments. * Must be self-sufficient, capable of determining appropriate individual or team workflows. * Capable and driven to initiate new projects that support larger PSDI strategic objectives. * Able to analyse data, for example market research and identifying and analysing similar initiatives, and provide clear recommendations for action, identifying resource implications and impact of such proposals. |  | Application/ Interview |
| Management and teamwork | * Must be able to self-manage, capable of setting objectives, monitoring own and project performance, reviewing outcomes, actively seeking information from internal or external sources as required and reporting results against budget. * Must be a team player able to work proactively with both internal and external stakeholders and where necessary take the lead in designated projects. * Ability to delegate work effectively to suitable stakeholders and team members as required to progress operations. * Ability to document and share knowledge and information that is relevant and timely in order to progress projects and contribute to a positive and progressive team culture. * Be flexible and adaptable in approach to work routines and open to working with different teams/individuals as the business demands. |  | Application/ Interview |
| Communicating and influencing | * Highly developed presentation and interpersonal skills with colleagues and stakeholders at all levels * Highly developed oral and written communication skills with ability to present complex issues in a focused, succinct, professional and persuasive manner. * Ability to provide clear specialist guidance to all levels of stakeholder and team members | * Excellent influencing and negotiation skills | Application/ Interview |
| Other skills and behaviours | * Resilience in dealing with a variety of groups of stakeholders and community members with different needs in a dynamic environment. * Highly IT literate, including competent use of Microsoft Office, Word, Excel. * Excellent attention to detail. | * Knowledge of computerised finance systems. |  |
| Special requirements | * Flexibility to work unusual hours where required. * There may be the need for occasional travel to stay away for short periods from Southampton. | * Ability to travel abroad to attend events |  |

**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 |  |  |  |
| Lone working |  |  |  |
| ## Shift work/night work/on call duties |  |  |  |