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| Last updated: | 25/07/24 |

**JOB DESCRIPTION**

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| Post title: | **CORNERSTONE (C-PIC) Engagement Officer** | | |
| School/Department: | Faculty Operating Service (FOS), | | |
| Faculty: | Faculty of Engineering and Physical Sciences (FEPS) | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| \*ERE category: | n/a | | |
| Posts responsible to: | Day to day direction from C-PIC Head of Business Operations | | |
| Posts responsible for: | L3 Senior Administrator (CORNERSTONE) | | |
| Post base: | Office-based/Non Office-based (see job hazard analysis) | | |

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| Job purpose |
| To lead on external engagement to promote CORNERSTONE:   * Communicating with stakeholders and customers in order to develop and facilitate engagement and establish the reputation of CORNERSTONE as a leader in the field of silicon photonics * Working closely with the leadership team, technical team, project partners and external stakeholders to develop key messages. * Implementing the engagement plan for the CORNERSTONE’s research & enterprise projects – specifically CORNERSTONE Photonics Innovation Centre (C-PIC) * Maintaining oversight of alignment of CORNERSTONE activity in relation to the University’s overarching marketing strategy. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | **Strategic and Operational Requirements**   * You will facilitate an integrated external communications and marketing plan for CORNERSTONE which aligns with the Faculty’s strategic plan and the University’s overarching marketing strategy. * Delivery involves identifying the most appropriate marketing channels, with consideration to market trends, best practice and budgeting constraints. | 25 % |
|  | **Reporting and Stakeholder Management**  As the Engagement Officer you will   * Provide professional advice and support, sharing best practice with key internal and external stakeholders to maximise effectiveness of all engagement activities and establish credibility as a professional expert. * Cultivate effective working relationships with external funding sources and clients, research councils and brokers to ensure positive representation of CORNERSTONE / C-PIC co-branded programmes in line with prescribed strategy. * Operate effective performance monitoring systems for review of all engagement activity against agreed objectives, informing stakeholders via relevant communication channels and using performance data to inform future planning. | 10 % |
|  | **Events, Website, social media and Training**  External engagement will take advantage of a range of opportunities and therefore you will   * Develop, organise and support CORNERSTONE / C- PIC branded events. This includes planning, stakeholder liaison, venue selection and facilitating all associated marketing material and communications. Events range from industrial conferences, exhibitions and joint venture events requiring close liaison and negotiation regarding sponsorship, branding and communications. These may be attended by leaders in industry, Government, Research Councils and Press through to researchers, students and alumni and may be on or off campus. * Identify media opportunities for CORNERSTONE / C-PIC. This includes providing copy and other content as required in collaboration with copywriters and key stakeholders and liaising with the University Media Relations Office to devise appropriate media coverage, with the intention of strengthening CORNERSTONE’s presence and increasing market penetration. * Develop and support CORNERSTONE and C-PIC’s website and social media channels including planning, agreeing content and updating as required. * Create display materials or publicity collateral related to the engagement plan where necessary. | 40 % |
|  | **Financial Processes**   * Manage, monitor and advise management team on all matters relating to CORNERSTONE and C-PIC’s engagement budget * Plan for best value and impact of all budgets under which products and services are procured. * Ensure that the procurement of goods and services meets University regulations. | 5 % |
|  | **Your personal development is a priority for C-PIC so you will able to**   * Use 10% of your time to pursue personal and career development opportunities in line with the C-PIC EDI policy | 10% |
|  | **You will also be asked to work flexibly, which could include:**   * Undertaking any additional responsibilities as required by the CORNERSTONE management team or your line manager. * Working with the ORC and wider FOS teams on a regular basis, receiving operational updates, training and HR support. | 10% |

| Internal and external relationships |
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| * CORNERSTONE and C-PIC investigator team * Staff within all faculties and professional services, with particular emphasis on FEPS and RIS stakeholders and throughout the University. * Spin out companies, business partners, alumni, research councils, industry and professional scientific organisations, funding bodies, agencies within higher education * Researchers in academia and industry. * The media, specifically the Photonics community. * External suppliers such as design agencies, film companies and printers. * The global Photonics community. |

| Special Requirements |
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| * Flexibility to work unusual hours where required, for example if travelling to support an event. * There may be the need for occasional travel to stay away for short periods from Southampton. All expenses will be covered according to University of Southampton expenses policies. |

**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 marketing or equivalent experience, plus broad management experience, including successful outcomes, in a similar work environment. * Experience of developing integrated PR and marketing plans using the full communications mix. * Experience of managing external suppliers * Experience of leading marketing and communications campaign * Experience and understanding of business-to-business marketing. * 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 and confidence in dealing with all aspects of digital media – including the creation and maintenance of websites, and management of social media accounts. * Experience of developing and delivering a successful communication strategy and plan of activity * Experience of planning and delivering a successful marketing publication from planning to delivery | * Demonstrable Project Management experience in a large organisation. * Familiarity with the Higher Education sector. * Experience of commissioning external suppliers including drafting requirements/specifications | Application/ Interview |
| Planning and organising | * Ability to plan and organise individual and team activity with an appreciation of tactical and strategic implications, ensuring plans complement and feed into broader operational and strategic objectives. * Ability to successfully plan, organise and deliver internal and external events as requested. * Able to complete objectives within agreed performance standards, budgets and timescales. * Ability monitor budgets, manage and report on ROI to management team. * 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 challenges, applying professional knowledge to problem solve and propose actions for self and stakeholders with an awareness of implications in a creative and dynamic business and HE environment. * Self-sufficient, capable of determining appropriate individual or team workflow, setting targets and monitoring performance. * Able to initiate new projects that support larger university, Optoelectronics Research Centre (ORC) or EPSRC Programme strategic objectives. * Able to analyse data, for example market research and competitor analysis, and provide clear recommendations for action, identifying resource implications and impact of such proposals. |  | Application/ Interview |
| Management and teamwork | * 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. * A team player able to work proactively with stakeholders and where necessary take the lead in designated projects. * Ability to delegate work effectively to suitable stakeholders and team members to progress operations with consideration to support professional and personal development of team. * Ability to disseminate 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 | * Effective presentation and interpersonal skills with colleagues and stakeholders at all levels * Competent 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, developing a sense of collegial support and cooperation. * Influencing and negotiation skills |  | Application/ Interview |
| Other skills and behaviours | * Resilience in dealing with a variety of groups of staff and students with different needs in a dynamic environment. * IT literate, including competent use of Microsoft Office, Word, Excel, Indesign and Mailchimp * Knowledge of computerised finance systems. * Attention to detail. |  |  |
| 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. |  |  |

**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 |  |  |  |