**JOB DESCRIPTION**

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| Post title: | **Marketing Communications Officer** | | |
| Generic post title and code: | CD01026678 | | |
| School/Department: | Global Recruitment, Admissions, Marketing | | |
| Faculty/Directorate: | Student Experience Directorate | | |
| Job Family: | MSA | Level: | 3 |
| Post title of Line Manager: | Communications Project Manager | | |
| Post title(s) responsible for: | *None* | | |
| Post base: | Office-based Southampton | | |

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| Job purpose |
| Co-ordinate activity to support the Brand Communications team with key publications, including the undergraduate and postgraduate prospectuses, and other key publications.  Maintaining the University Brand SharePoint site.  Contribute to content creation and co-ordination. |

| Key accountabilities/primary responsibilities | | % Time |
| --- | --- | --- |
|  | Co-ordinate activity for key publications, including the undergraduate and postgraduate prospectuses, and other key publications. Support the Brand Project Managers with, for example, liaising with multiple stakeholders across the University; using Adobe Cloud to coordinate amends on pdfs from stakeholders; collating and marking up amends; producing and checking vanity URL’s or QR codes; proof reading publications and liaising with and double-checking amends from designers. | 50 % |
| 2. | Build strong communication networks and working relationships across the University, with a particular view to sourcing, generating and organising case studies, and co-ordinating creation of other content types (e.g. including photo, video, audio) to tell our story. Working closely with colleagues across the team and adhering to relevant Health and Safety, Privacy, Data Protection and other policies. | 20% |
| 3. | Co-ordination of activities relating to the Brand including stakeholder co-ordination for the Brand project, responsibility for maintaining and making updates to the Brand Sharepoint site, and ensuring up-to-date resources are available for use by stakeholders as directed by the Head of Brand Communications. | 15% |
| 4. | Contribute to other projects and other activity within the wider Marketing team as required. Co-ordinate briefing and updating design, amends, print and distribution of collateral such as undergraduate and postgraduate letters and envelopes. Working with external design, print and mailing house suppliers. | 10 % |
| 5. | Any other duties as allocated by the line manager following consultation with the post holder. | 5 % |

| Internal and external relationships |
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| Brand Communications team.  Global Recruitment, Admissions and Marketing department  Professional Services  Academic colleagues in a range of disciplines within the faculties.  Suppliers and contractors |

| Special Requirements of the Role |
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| Requirement to work unsocial hours from time to time. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable |
| **Qualifications, knowledge and experience** | Skill level equivalent to achievement of HNC, A-Level, NVQ3 with proven work experience acquired in relevant roles and job-related training.  Experience of collating and/or creating content for creative projects.  Experiences of creating and maintaining SharePoint sites  Evidence of establishing and maintaining a high standard of administrative duties with a high attention to detail in a similar environment.  Excellent IT skills, conversant with all standard software appropriate for the tasks outlined in the job description.  Experience of proof-reading and fact-checking. | Some familiarity with a university environment and an understanding of the market positioning of a Russell Group university.  Some familiarity with Adobe Acrobat Pro |
| **Expected Behaviours** | Able to apply and actively promote equality, diversity and inclusion principles to the responsibilities of the role.  ­Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team. |  |
| **Management and teamwork** | Good interpersonal skills and a positive and supportive attitude.  Able to work across teams and liaise confidently with colleagues at all levels. |  |
| **Planning and organising** | Highly organised, efficient and thorough, and able to take projects through from conception to completion.  Ability to contribute to a number of projects simultaneously and to respond to new and changing requirements. |  |
| **Problem solving and initiative** | Able to prioritise own workload and work independently.  Use initiative in all tasks and actively contribute to the productivity of the team. |  |
| **Communicating and influencing** | Confident and professional when liaising with external contacts.  Confident to liaise with senior academic staff and manage interactions between them and other colleagues where required. |  |
| **Special requirements (of the postholder)** | Willing to work unsocial hours from time to time. |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post, with routine hazards?**

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| Yes | This is an office-based post with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete/remove the section below. |
| Partly | This is an office-based post with some non-routine hazards (eg: contact with the public and/or shift work). Please complete the analysis below. |
| No | This is a non office-based post and has some hazards. Please complete the analysis below. |

**HIRING MANAGER**

Please complete this section as accurately as possible to ensure the safety of the post-holder.

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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 |  |  |  |

## - 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.