

RECRUITMENT PACK

This document includes the following information:

- Job Description
 - Person Specification
 - Additional information
-

Making an application:

When completing the on-line application form you will be asked to answer questions to help you demonstrate how you meet the requirements of the post. Your answers will be used at the shortlisting and interview stages of the recruitment process. We therefore recommend that you take a copy of this recruitment pack to help with your preparation.

NOTE: You don't have to answer the questions in one attempt, but can save your incomplete application and return to it at another time. You may want to draft your answers using Microsoft Word and then copy your text into the application form. Please be aware that formatting (e.g. underline, bold, bulleting) will be lost in this process. If you are using an Apple product you will need to use an alternative web browser to Safari such as Google Chrome.

- Links to Guidance Notes and Frequently Asked Questions can be found on the Search Results page. These pages will open in a new window.
- We recommend that you take a copy of this recruitment pack to help with your preparation.

A commitment to sustaining an inclusive and diverse community is one of the University's Core Values and we are keen to address any imbalances in our workforce.

The University of Essex is proud to be part of the Disability Confident scheme and is committed to supporting diversity and equality, representative of our inclusive community. As part of our commitment to this scheme any candidate who has a disability and meets all the essential criteria for the role will be offered an interview. We also work in partnership with national disability organisation [DisabledGo](#) who provide detailed online access guides to many of our campus buildings and facilities which you may find useful.

Please note: We are only accepting on-line applications for this post. However, if you have a disability that makes it difficult for you to provide us with information in this way, please contact the Resourcing Team (01206 874588/873521/873461) for help.

Closing Date: 23 February 2018

Interviews are planned for: TBC



JOB DESCRIPTION – Job ref REQ01156

| | |
|--|---|
| Job Title and Grade: | Communications Officer (Arts), Grade 7 |
| Contract: | Fixed-term, Full-time. This post is fixed-term for one year until 1 March 2019 due to temporary cover needed for staff absence. |
| Hours: | A notional minimum of 36 hours per week |
| Salary: | £29,799 - £32,548 per annum |
| Department/Section: | Communications and External Relations |
| Responsible to: | Director of Communications and External Relations |
| Reports on a day to day basis to: | Head of Internal Communications |
| Purpose of job: | To help deliver excellent, timely and engaging communications in line with our communications strategy. Working with the Communications Team in enhancing and maintaining the University's reputation for excellence, through communication with the media, stakeholders, staff and students. |

Duties of the Post:

The main duties of the post will include:

1. Working with staff in Communications and External Relations to hone key messages, and develop and deliver integrated communications in-line with the University's brand, vision and values.
2. Produce timely and innovative communications using a variety of media, including online, print, rich media and social media.
3. Identify projects and initiatives to raise the profile of University campaigns.
4. Write, produce and proof-read communication for web, print, video, digital signage and other media.
5. Ensure all communication uses a consistently friendly and approachable tone of voice that is aligned to the University's identity, editorial guidelines, and policies and procedures.
6. Help create and update University web pages, in conjunction with the central Web Editing and Digital Media Team.
7. Work with our arts and theatre teams to successfully publicise and build participation in our Art Exchange and Lakeside Theatre programmes.
8. Work with the Communications Team to collect and evaluate analytics to measure the effectiveness of communications activity.
9. Working closely with designers and printers on creative briefs.
10. Help to develop and deliver integrated communications plans for key organisational changes and major University developments, including developing appropriate methods of consulting staff and students where appropriate across departments, sections and campuses.

11. Contribute to the development and implementation of strong communication channels and events for new students, including working with the Academic Section on planning Welcome Week.
12. Continue to develop communication materials and presentations to assist with the integration and induction of new staff, in conjunction with human resources and staff development.
13. Promote the University's brand, vision and values to staff at all levels and students as appropriate.
14. Assist sections and departments in communicating University-wide information appropriately and provide advice to members of staff on communication issues.
15. Advise on and carry out a wide range of internal communications activities for the University including those aimed at improving communications across our three campuses.
16. Support the Communications Team and wider CER Team by dealing with external stakeholder's communications, press, crisis communications and events when necessary.

Any other duties that may be assigned from time-to-time by the Director of External Relations and Communications or their nominee.

These duties are a guide to the work that the post holder will initially be required to undertake. They may be changed from time to time to meet changing circumstances.

Terms of Appointment:

For a full description of the terms of appointment for this post please visit:

<http://www.essex.ac.uk/hr/current-staff/terms.aspx#>

February 2018

PERSON SPECIFICATION

JOB TITLE: Communications Officer (Arts)

Qualifications /Training

| | Essential | Desirable |
|---|-------------------------------------|-------------------------------------|
| ▪ Educated to A level standard or equivalent experience | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ A degree or equivalent qualification | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Recognised communications or PR qualification | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Experience/Knowledge

| | Essential | Desirable |
|---|-------------------------------------|-------------------------------------|
| ▪ A strong track record in communications | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Significant experience of writing for a variety of audiences in a variety of styles | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Significant experience in communications work, including internal communications | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Experience of producing and editing content for web-sites | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Experience of using new media applications, including mobile technology and social networking sites | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Experience of print design and production | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| ▪ Experience of using web-authoring software | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| ▪ Experience of brand management | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| ▪ Experience of managing projects | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

Skills/Abilities

| | Essential | Desirable |
|--|-------------------------------------|--------------------------|
| ▪ Excellent writing skills | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Excellent accuracy and attention to detail | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Strong interpersonal and communication skills | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Good IT skills and familiarity with Windows based software including PowerPoint | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Ability to produce high quality work within deadlines | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Self-motivation and ability to work independently | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Good time management skills | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Ability to work effectively as a member of the team and develop good working relationships with colleagues | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

Other

| | Essential | Desirable |
|---|-------------------------------------|--------------------------|
| ▪ Ability to meet the requirements of UK 'right to work' legislation* | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| ▪ Willingness to travel to other campuses as appropriate | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

* The University has a responsibility under the Asylum, Immigration and Nationality Act 2006 to ensure that all employees are eligible to work in the UK. Prior to commencing employment, the successful candidate will be asked to provide documentary evidence to this effect. Please note that



the University will not be able to issue a Tier 2 Certificate of Sponsorship for this post. For further information about UK immigration requirements please follow this link
<https://www.gov.uk/government/organisations/uk-visas-and-immigration>

February 2018

ADDITIONAL INFORMATION

Communication and External Relations

You can find more information about the communications team on our website:
<https://www1.essex.ac.uk/cer/>

People Supporting Strategy

Please find a link to the People Supporting Strategy.

<https://www1.essex.ac.uk/restricted/staff/documents/strategy/people.pdf>

General information

This is a one-year fixed-term, full time role based at our Colchester Campus

Informal enquiries may be made to Emily Banfield, Head of internal Communications, (telephone: 01206 872929 e-mail: emily.banfield@essex.ac.uk) However, all applications must be made online.

Benefits

Our staff and students are members of the University for life. We believe a person's potential is not simply defined by grades or backgrounds, but by willingness to question, to collaborate and to push at the edges of knowledge and their own potential.

As an employer we offer a range of benefits and a commitment to career development and equal opportunities in an environment that both reflects and creates a rich interaction of people, disciplines and ideas.

- Pension scheme
- Generous holiday entitlement
- Competitive salaries
- Training and development Family Friendly policies
- On campus childcare facilities, for more information visit www.wivenhoeparkdaynursery.co.uk
- Childcare vouchers
- Relocation package for qualifying staff
- Interest free season ticket loan
- Range of optional salary exchange tax benefits (pension, childcare and bicycle schemes)

This document is produced by:

Resourcing Team
Human Resources
University of Essex
Wivenhoe Park
Colchester CO4 3SQ
United Kingdom
Tel: +44 (0)1206 873521/874588/873461
Email: resourcing@essex.ac.uk

February 2018