

JOB DESCRIPTION

MARKETING & ENGAGEMENT

Job title:	Internal Communications Lead (Student)
Grade:	5
Responsible to:	Head of Communications
Date:	December 2024
Job Purpose:	Working closely with colleagues in the Marketing and External Relations team, as well as in the academic departments and professional services, to coordinate and deliver quality communications and engagement with students throughout their experience with Falmouth University.

Main duties and responsibilities

Communications management

1. Be responsible for the management and development of content for student communication channels including the weekly newsletter and Student App, ensuring students stay informed and engaged.
2. Develop and maintain a comprehensive content calendar aligned with the student journey, collaborating with the Head of Communications and key university teams.
3. Collaborate with colleagues in academic teams and professional services to develop clear messaging, information and guidance for students
4. Support the successful transition to university of our students through the creation and management of an engaging onboarding communications plan to support new students' transition to university life.
5. Develop and execute a communications plan aligned with the alumni strategy in partnership with the Employability Team.

Content creation

6. Craft timely, engaging and accurate content for a range of platforms, ensuring consistency across channels, including social media, the university website, the Student App and newsletters.
7. Work with the Design Team to support the production of relevant offline materials, such as leaflets and posters, to support campaigns and student outreach
8. Coordinate and commission content from academic departments and our team of Digital Ambassadors to celebrate student success and share student life
9. Keep up to date with, and utilise, the latest communications trends and techniques to ensure cut effectiveness

Engagement and events

10. Work colleagues within the Marketing & Engagement team and the Events Team to plan promote and deliver impactful campus events relating to student journey.

Relationship building and championing the student voice

11. Build relationships with academic and professional services teams and the Students' Union, to understand the student voice and reflect this back into the University
12. Work with Internal Communications to ensure coordination, consistent and timely messaging to students
13. Liaise with the Students' Union to deliver coordinated student communications activities
14. Collaborate with and contribute to key working groups within the University and the campus partnership, including Graduation Working Group and Accessibility Project Group

Measurement feedback and continuous improvement

15. Analyse student communications campaigns, contribute insights and reporting
16. Establish key success metrics to evaluate and improve engagement strategies
17. Leverage analytics and feedback to identify new opportunities for communication and engagement, adapting channels as needed.

Accessibility, Inclusivity, and Crisis Communications

18. Ensure all communications adhere to best practices for accessibility and inclusivity, serving diverse student needs
19. Understand the Crisis Communications Plan and contribute to its implementation in the event of an emergency or critical incident

General duties and responsibilities

1. To perform to high professional standards.
2. To manage independently any errors or concerns at the earliest opportunity, or notify a senior member of staff as appropriate.
3. To use initiative in order to determine priorities, work with autonomy, and work effectively with senior colleagues.
4. To be responsible for your own continuing self-development.
5. To undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the University's business without altering the nature or level of responsibility involved.
6. To work within and actively support the equality and diversity policies and practices of Falmouth University.
7. To participate in the University's Annual Performance Development Review Process.

Health and safety at Falmouth University

The University takes health and safety matters very seriously. All staff have a responsibility to take reasonable care for the health and safety of themselves and others who may be affected by their actions and omissions. They also have a duty to comply with the University arrangements for health and safety. Staff with responsibility for others must ensure the proper enactment of University policy within their areas in line with levels of responsibility set out in the University's Health and Safety Policy.

Health & safety requirements

- In relation to health and safety you must comply with all relevant legal requirements. You are specifically responsible for ensuring that:
- You comply with safe systems of work in operation within your work area.

- You work co-operatively with other staff who have responsibility for health and safety requirements.
- You report any health and safety concerns to your manager or other responsible member of staff as soon as these are identified.
- You attend training as appropriate to your role (see the relevant health and safety training grid for requirements).
- You may be required to undertake duties as a first aider (for which a separate allowance is paid).

PERSON SPECIFICATION

Job title: Student Communications Officer

Attributes	Essential requirements	Desirable requirements
Education and qualifications	Good undergraduate degree/equivalent professional qualification or equivalent relevant experience	
Experience and knowledge	<p>Demonstrable relevant and recent experience in a similar communications or marketing role.</p> <p>Experience of creating compelling, audience-focused content for digital and offline platforms.</p> <p>Proven experience managing communications strategies and delivering multi-channel campaigns.</p> <p>An understanding of analytics and experience of evaluating and reporting on communications campaigns.</p> <p>Experience collaborating with diverse teams.</p> <p>Demonstrable ability to structure and execute multiple tasks accurately and to a high standard and on time.</p>	<p>Current knowledge of best practice and innovation in student communications in the HE sector.</p> <p>Experience of events planning</p>
Skills and personal requirements	<p>Exceptional copywriting ability, proofing and editing skills</p> <p>Able to work independently and proactively as part of a team.</p> <p>Excellent interpersonal skills with the ability to effectively communicate on all levels.</p> <p>Able to work under pressure and meet competing deadlines.</p> <p>Able to work with accuracy and excellent attention to detail</p>	<p>Experience of using graphic design software to create assets.</p> <p>Experience in content management systems (CMS), email marketing tools, and social media platforms.</p> <p>Familiarity with accessibility and inclusivity standards in digital and print communication</p>