

JOB DESCRIPTION

Department:	Marketing
Salary:	Grade 7: £30,046 - £35,845 per annum
Job details:	Fixed Term Contract for 6 months, 35 Full Time hrs pw
Responsible to:	Marketing and Communications Manager
Relationships with:	Staff, students, stakeholders, prospective students and parents, alumni, journalists, external design agencies, print houses and photographers

The Communications Specialist is responsible for executing internal and external communications for the University ensuring its messages are consistent, informative and effective. The primary goal is to drive awareness of the University across key target audiences, primarily through consistent content and messaging, and raising our profile across general, trade and sector press.

Main Duties:

- Developing and executing internal and external communications strategies for the University, incorporating internal messaging, press releases, media statements and social media content.
- Implementing communications plans to increase brand awareness and recognition for the organisation.
- Supporting colleagues across the university in the creation of communications materials.
- Leading on content generation for regular publications and newsletters for key stakeholders such as alumni and Council
- Producing content for internal channels, including the intranet and newsletters.
- Writing press releases for local and national media.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Monitoring press stories relating to the University and its brand and maximising opportunities for positive PR.
- Upholding and maintaining the reputation of the University.
- Collating and analysing current communications and messages and ensuring consistency.
- Facilitate media training of the senior management with the support of a 3rd party agency.

PERSON SPECIFICATION

Requirements	Essential or Desirable	Measured By A) Application Form B) Interview C) Test / Exercise
Bachelor's degree qualified of 2.1 or above, relevant postgraduate qualifications would also be an advantage.	E	A
Highly articulate individual with excellent written communications and presentation skills are essential.	E	A/B/C
A proven ability to lead communications strategies in other organisations.	E	A/B
Experience of PR and both internal and external corporate communications	E	A
A good working knowledge of Microsoft Word	E	A
Previous experience as a communications specialist for a similar organisation would be a strong advantage.	D	A
Experience of copy writing and writing media releases	E	A
Experience in the Higher Education sector	D	A
Excellent communication skills, written, verbal and interpersonal at all levels	E	B
Experience of project management	D	B
Experience of managing social media channels	D	B
Experience of the media, including reputation management	E	B
Proven track record of successfully selling-in stories to the media	E	B
Excellent attention to detail and accurate proof reading skills	E	C

BACKGROUND INFORMATION

This position is based within the Marketing and Student Recruitment Department at the Royal Agricultural University. The Department manages all marketing, recruitment and corporate communications activities for the University.

BENEFITS OF WORKING WITH US

We have over 200 dedicated employees who are proud to work for us. Whether our people are permanent, or join us for a few months, we genuinely take their health, wellbeing, and

development seriously. We believe in investing in development and happiness at work and have a good range of benefits, a full list can be found here:

<https://www.rau.ac.uk/about/jobs/benefits-working-us>

APPLICATION PROCESS

If you are interested in applying for this role, please send:

- A University [Professional Services Application Form](#) together with the [Equal Opportunities Monitoring Form](#) available on the University website www.rau.ac.uk) – you may attach your up to date CV if you wish to add additional information
- Please forward to the HR Team, Royal Agricultural University, Cirencester, Gloucestershire, GL7 6JS or via email to jobs@rau.ac.uk saying where you saw the advert for the role
- An immediate start is available – interviews will be arranged on an ongoing basis and University will close applications as soon as the post is filled.