

Job Description and Person Specification

Job Title: Communications Officer for STORMLAMP project

Department / Unit: Civil, Environmental and Geomatic Engineering

Faculty / Division: Engineering Sciences

Location: Bloomsbury

Context: The post holder will be expected to promote the research carried out within the STORMLAMP project, helping us to reach and engage with the general public, academic and maritime industry stakeholders. STORMLAMP is a research project that is characterising wave loading and structural performance of offshore Victorian lighthouses. It comprises of three academic partners (UCL, Plymouth University, University of Exeter), the General Lighthouse Authorities of the UK & Ireland, and multiple industry partners.

Reports to: Prof. Dina D'Ayala

Responsible for: N/A

Grade: 7, Scale point 29, £22.44 per hour (negotiable)
Part-time role: 4 hours per week (negotiable)

Duration: 6th January 2020 to 31st May 2020

Main purposes of the job:

The role requires developing, delivering and reviewing the Project's communications strategy with a view to maximise impact. Responsibilities will include, but are not limited to, a combination of the following: designing and producing newsletters, flyers, brochures and web documents; maintaining an effective social media presence; keeping abreast of research and industrial activities for dissemination to all relevant stakeholders across all media platforms and events; organising a workshop for disseminating the research findings to the general public, research and industry stakeholders.

Responsibilities and Duties:

Communications

1. Supporting the production, delivery and evaluation of the communication strategy of STORMLAMP.
2. Lead in the production of new and engaging content.
3. Researching, interviewing, writing, editing, subediting and proofing material in print and digital format.

Web and Social Media responsibilities

1. Increase the visibility and effectiveness of the STORMLAMP website as well as showcasing research achievements.
2. Lead in the production of new and engaging content on the STORMLAMP website as well as the maintenance of up-to-date news and general content across web and social media platforms.

Liaising and Networking

1. Be the point of contact for STORMLAMP's Media Relations.
2. Co-ordinating and responding to media interest and preparing press releases and news items.
3. Managing and developing a database of key contacts and stakeholders for the STORMLAMP project.
4. Networking with external contacts to ensure the STORMLAMP's activities are reported and advertised in a timely, appropriate and relevant manner.

Project and Events Management

1. Devising and co-ordinating events for the STORMLAMP project. Organisation of workshop
2. Measuring and evaluating the impact of events among key audiences through analytical and qualitative methods.

Training

1. Keep informed of developments in the field of marketing, communications and public relations as well as the management and governance across the Department's/Faculty's network of stakeholder organisations and audiences.

The post holder will carry out any other duties as are within the scope, spirit and purpose of the job as requested by the Line Manager.

The post holder will actively follow UCL policies including Equal Opportunities policies and be expected to give consideration within their role as to how they can actively advance equality of opportunity and good relations between people who share a relevant protected characteristic and people who do not share it.

The post holder will maintain an awareness and observation of Fire and Health & Safety Regulations.

Person Specification

The person appointed will have the essential skills, abilities, personal attributes and experience listed below. In your application, you should demonstrate how you meet the person specification, using examples.

	Essential	Desirable
Knowledge, Education, Qualifications and Training		
Undergraduate qualification in a communications or marketing discipline, or equivalent professional experience.	X	
Postgraduate qualification in communications or marketing, or equivalent professional experience.		X
Up-to-date knowledge of social media channels and developments.	X	
Excellent working knowledge of Content Management Systems.	X	
Skills and/or Abilities		
Computer literacy, including understanding or and competency in word processing (e.g. Microsoft Word), desktop publishing and image manipulation (e.g. InDesign, Illustrator or Photoshop) and website technologies (e.g. WordPress).	X	
Excellent organisational skills, time management and project management skills.	X	
Excellent interpersonal skills, including diplomacy and discretion, and the ability to liaise with staff and external individuals at all levels and work within small teams.	X	
Excellent networking and negotiating skills.	X	
Excellent verbal and written communication skills (including accurate grammar, spelling and punctuation), with faultless attention to detail and an ability to write and present to a variety of audiences.	X	
Extensive experience of writing, editing and sub-editing, including the expression of complex or technical material in lay terminology.	X	
Extensive knowledge of graphic design, photography, art direction and typography.		X

<p>A strong understanding of websites, social media and multimedia, and how they can be used for marketing.</p> <p>The ability to innovate and to implement new communications strategies and novel technologies.</p> <p>Knowledge of Higher Education Sector.</p>	<p>X</p>	<p>X</p> <p>X</p>
<p>Experience</p> <p>A track record in managing and delivering top quality strategic communications and campaigns.</p> <p>Experience of producing a variety of communication materials (from concept to delivery) within tight deadlines.</p> <p>Experience of producing effective print and online communications e.g. press releases, reports, brochures and proposals.</p> <p>Knowledge and experience of using search engine optimisation technology, including Google Analytics.</p> <p>Experience of simple video production.</p> <p>Experience of co-ordinating Enterprise activities.</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>
<p>Personal Characteristics and Other requirements</p> <p>Demonstrable initiative and creativity.</p> <p>Adaptable and resilient with the ability to work effectively under pressure.</p> <p>An ability to identify new areas of activity e.g. emerging markets and trends in social media.</p>	<p>X</p> <p>X</p>	<p>X</p>