



Job Description

Communications & Marketing Manager

Reference: 1862105

Department of Electronic and Electrical Engineering

Location: Bloomsbury, London

Fixed Term Contract:

1st April 2020 – 23 December 2020

Grade 7

£35,965 - £43,470 (including £3,148 London Allowance)

Reports to:

Deputy Departmental Manager

Context

This will be a busy role, in a fast-paced environment, and the post holder will be expected to be adaptable, quickly assimilate information, and to establish their own support networks across UCL

This is a fixed term contract available from 1st April 2020 – 23rd December 2020 to provide maternity cover.

We will consider applications to work on a part-time, flexible and job share basis wherever possible.

Main purpose of the job

The role will specialise in developing, delivering and reviewing the department's internal and external communications strategy and its contingent elements.

Responsibilities will include, but are not limited to, a combination of the following: designing and producing newsletters, flyers, brochures and web documents as well as maintaining an effective social media presence while keeping abreast of institutional activities for dissemination to all relevant stakeholders across all media platforms and events.

The role also requires ensuring the visual identity of the department is in harmony with UCL's overall branding. The post holder will be responsible for organising and supporting a range of departmental events, including inaugural/distinguished lecture series, social events, careers, recruitment and networking events for students, alumni, prospective students and internal and external contacts.

Duties and responsibilities:

Communications

- Leading on the production, delivery and evaluation of the department's communication strategies and platforms across all areas of activity (e.g. teaching, research, outreach, external relations, consultancy, enterprise) and to deliver this in line with the overall strategy of the department.
- Advising on communication strategies across academic and professional services to ensure a consistent, comprehensive and cohesive approach to communications and marketing is understood, adopted and implemented.
- Lead in the production of new and engaging content.
- Sourcing images and developing them into a library for use across various communication channels.
- Sourcing the necessary equipment required to undertake an effective communication and

marketing strategy i.e. cameras/mics/ editing software for photos and videos.

- Researching, interviewing, writing, editing, subediting and proofing material in print and digital format.
- Producing regular internal and external (e-) newsletters
- Developing and updating the department's events calendar.

Web and Social Media responsibilities

- Joint lead, with the Deputy Departmental Manager, in the production of new and engaging content on the departmental website as well as the maintenance of update-to-date news and general content across web and social media platforms.
- Leading on the development of social media policy for the department; monitoring and developing new communication channels and soliciting content for these channels (Facebook, Twitter, LinkedIn, YouTube etc.)
- Utilising and advising on the use of tools such as Google Analytics and search engine optimisation technology to raise the visibility of the department's website, particularly in relation to student recruitment.

Liaising and Networking

- Developing and managing communication strategies and platforms, which engage and retain engagement of students and alumni, and which promote outreach, scholarship and research opportunities.
- Acting as the point of contact for UCL's Media Relations, Publications and Marketing Services, the International Office and other relevant units (e.g. Faculty of Engineering's Digital Innovation Unit)
- Co-ordinating and responding to media interest and preparing press releases and news items
- Managing and developing a database of key contacts and stakeholders for the department.
- Networking outside of the department, both within the wider UCL community and with external contacts

to ensure the department's activities are reported and advertised in a timely, appropriate and relevant manner.

- Drafting tender and scenario documents for external contractors.
- Maintaining an appropriate and effective method of communication with departmental alumni; this can include advertising events, further study or research opportunities as well as encouraging them to contribute financially or in teaching and research to the activities of the department.
- Managing sponsors, invoices and publicity for academic prizes.

Brand and Visual Identity

- Managing the brand and visual identity of the Department across the institution by monitoring the usage of templates and adherence to guidelines so that the brand and visual identity is communicated consistently by all staff.

Marketing

- Leading on the development, deliverance and evaluation of a marketing programme for the department.
- Leading and co-ordinating marketing campaigns.
- Advising individuals and research groups on their own marketing strategies in relation to the overall strategies of the department/institution.
- Leading on the production and dissemination of publicity, publications, prospectuses and other digital-and paper-based promotional materials.

Project and Events Management

- Devising and co-ordinating events within the department, including social events for staff, careers events, high-profile speakers, alumni events, outreach events, fundraising events, virtual open days, departmental open days or welcome sessions to offer-holders.
- Measuring and evaluating the impact of events among key audiences through analytical and qualitative methods.

- Participating in open days including weekend working (time off in lieu will be arranged to compensate.)

Coaching, Training and Line Managing

- Identify resource needs across the department and facilitate the solutions.
- Coaching departmental staff who support Research groups and centres with communications and events.

Training

- Keeping informed of developments in the field of marketing, communications and public relations as well as the management and governance across the department's network of stakeholder organisations and audiences.
- Implementing a programme of training (face-to-face, online, external and internal courses etc.) across the department to upskill staff with responsibility for visual identity, social media, events management and internal and external communication.

Other Duties:

- Managing departmental budgets available for events, communications and marketing activities.
- Coordinating the department's fundraising strategy, identifying important prospects/potential donors and industry sponsors, presenting the department's priorities and aspirations when initiating approaches for donations, and publicising sponsors where applicable.
- Coordinating the department's outreach initiatives, managing school visits and workshops, liaising with Faculty's Education Developer & Coordinator to plan outreach initiatives across the department.
- Supporting the department's careers provision for students, managing a programme of careers events and skills workshops with external facilitators, managing employer engagement through receiving and administering job postings from employers and working closely with Faculty Careers Team and UCL

Careers Group to disseminate information to students.

- Acting as Secretary to the department's Industrial Advisory Board.
- Responsible for administration of strategic partnerships, including student placements.

This job description reflects the present requirements of the post, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

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 or Head of Department.

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

Criteria	Essential or Desirable
Experience and knowledge	
Undergraduate qualification in a communications or marketing discipline, or equivalent professional experience.	Essential
Postgraduate qualification in communications or marketing, or equivalent professional experience.	Desirable
Up-to-date knowledge of social media channels and developments.	Essential
Excellent working knowledge of Content Management Systems.	Essential
A successful track record in managing and delivering top quality strategic communications and campaigns.	Essential
Experience of producing a variety of communication materials (from concept to delivery) within tight deadlines.	Essential
Experience of producing effective print and online communications e.g. press releases, reports, brochures and proposals.	Essential
Knowledge and experience of using search engine optimisation technology, including Google Analytics.	Essential
Experience of simple video production.	Desirable
Experience of developing Alumni relations.	Desirable
Experience of co-ordinating Enterprise activities.	Desirable
Skills and abilities	
Competent computer skills including experience of using Microsoft Office, desktop publishing and image manipulation (e.g. InDesign, Illustrator or Photoshop) and website technologies (e.g. Drupal).	Essential
Excellent organisational skills, time management and project management skills, including the ability to work effectively on numerous projects simultaneously.	Essential
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.	Essential
Excellent networking and negotiating skills.	Essential
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.	Essential
Extensive experience of writing, editing and sub-editing, including the expression of complex or technical material in lay terminology.	Essential

Criteria	Essential or Desirable
Extensive knowledge of graphic design, photography, art direction and typography.	Essential
A strong understanding of websites, social media and multimedia, and how they can be used for marketing.	Essential
The ability to innovate and to implement new communications strategies and novel technologies.	Desirable
Knowledge of Higher Education Sector.	Essential
Attributes	
Demonstrable initiative and creativity.	Essential
Adaptable and resilient with the ability to work effectively under pressure.	Essential
A commitment to customer focus and the need to provide an efficient, professional and effective service to the many users and contacts both internally at all levels of the organisation and externally.	Essential
Willingness and ability to undertake training and adapt to new systems quickly.	Essential
An ability to identify new areas of activity e.g. emerging markets and trends in social media.	Desirable

About UCL and the Department of Electronic Engineering

University College London (UCL) was founded in 1826 as the third university in England, after Oxford and Cambridge. UCL is the first university in England to admit students of any race, class or religion, and the first to welcome women on equal terms with men. UCL is organized into 11 constituent faculties, within which there are over 100 departments, institutes and research centres. UCL has 983 professors and more than 7000 academic staffs who are dedicated to research and teaching of the highest standards. Its student community is almost 36,000, the largest in the UK. There are 29 Nobel Prize winners and three Fields medalists amongst UCL's alumni and current and former staff. UCL is the top rated university in the UK for research excellence (REF2014). It has a strong tradition and large knowledge base in medical research with a dedicated institute on Healthcare Engineering and 10+ hospitals. UCL has world-class support for researchers and has been voted the best place for postdoctoral researchers to work for consecutive years by The Scientist magazine. The main campus of UCL is located in central London, close to British Museum, West-End and Thames River.

The Department of Electronic and Electrical Engineering at UCL was established by Professor Sir Ambrose Fleming in 1885 and has a very strong research culture, state-of-the-art research equipment and facilities, and a very rich history of many fundamental research achievements in electronic and electrical engineering. The department has received top ratings in every UK research evaluation carried out to date.

Apply

Interested applicants are encouraged to make Informal enquiries about the post to Vicky Coombes | v.coombes@ucl.ac.uk

All applications should be submitted via UCL online recruitment system at the following link: <http://www.ucl.ac.uk/hr/jobs/>

Job Reference: **1862105**

If you have any queries regarding the application process please contact Vicky Coombes at v.coombes@ucl.ac.uk quoting reference **1862105**

We particularly welcome applications from black and minority ethnic candidates as they are under-represented within UCL at this level.