

**Job Description**

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| **College/School:** | **Student Life** |
| **Job Title:** | **Student Communications & Content Development Officer** |
| **Department/Subject:** | **Student Partnership & Engagement Services** |
| **Salary:** | **APM Grade 8 £38,205 - £44,263 per annum together with USS pension benefits** |
| **Hours of work:** | **Full time, 35 hours per week** |
| **Contract:** | **Fixed term, 11 months, 13th January - 14th November 2025** |
| **Location:** | **The post-holder may be required to work across the University sites as required.** |

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| **Introduction** | To deliver its sustainable top 30 ambition Swansea University needs a professional services workforce with the differentiated skills necessary to ensure that it can deliver excellence through efficient and effective systems and processes that harness innovations in technology. |
| **Background information** | Empowering student success and enriching the student experience, Swansea University's Student Life Directorate is committed to fostering an inclusive community where our students thrive. Through professional support services, we break down barriers to participation, elevate academic achievement, and cultivate an environment conducive to personal and professional development. |
| **Main Purpose of Post** | The primary aim of the Student Communications and Content Development Officer will be to develop and create dynamic and engaging content for students across Swansea University. Working in partnership with the Students’ Union, Faculties, Professional Services and Academies the Officer will help to enable the University to deliver on its commitment to working with students as partners and to deliver an exceptional student experience. The post holder will also be required to deliver audience focused content for a variety of platforms, promoting student facing service delivery using content that will seek to engage with a high volume of students.  ***Management Responsibilities:***   1. Line management and motivation of an operational team responsible for the delivery of student communications and campaigns. 2. Conduct meaningful and progressive Professional Development Reviews, manage HR related matters such as annual leave, sickness and performance, providing clarity about role, responsibility and accountability, explaining how team members fit in the structure. 3. Responsible for motivating others to be innovative and outcome-focused and to perform effectively during challenging and changing times.   ***Contribution to the development and implementation of policy and strategy***   * 1. Make positive contributions to the delivery, implementation and monitoring of systems to enable effective provision of high-quality student communications.   2. Maintain and develop procedures and systems that embed a holistic approach to student communications.   3. To lead the Student Partnership and Engagement Services responsibilities aligned to Welsh Language standards, making sure all communications are compliant and champion this across the University. |

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|  | ***Networking and Engagement***   1. Develop and engage with internal and external stakeholders to support the maintenance and enhancement of the University’s communication platforms to enhance the student experience. 2. To work in partnership with Professional Services, Faculties, the Students’ Union and Student   Representatives to support the strategic delivery of this area.   1. To share best practice and key developments with Faculties, Academies and Professional Service staff. 2. Manage relationships and consult with external stakeholders on Student Communications and Engagement work.   ***Management Information***   1. Provide management information reports in association with set targets within Student Communication. 2. To establish mechanisms to evaluate the reach and impact of student communications and create reports on content analysis and audience requirements to enhance student communication at Swansea University.   ***Specific Duties***   1. Support the Head of Student Partnership and Engagement Services and wider Directorate to create audience-focused communications and content to support student engagement, achieve business objectives and increase brand awareness. 2. To drive the strategic aims of University committees, which serve to deliver on the key strategies related to this remit and lead regular communications meetings with University stakeholders. 3. To help manage the University-wide campaigns and marketing for student surveys, i.e. National Student Survey and internal surveys such as PGTES, PgRES and SES. 4. To work in partnership with the Students’ Union and communications and student marketing teams to plan and develop content and messaging to improve student experience across Swansea University. 5. Lead on a communications strategy for other Student Life departments and create appropriate messaging for students, meeting the aims of the directorate. 6. Work with other University stakeholders to enhance student communications and identify new channels of communications. 7. Work with the Head of Student Partnership and Engagement Services to enhance the delivery of partnership initiatives that seek to facilitate and enhance communication with under-represented groups. 8. Manage and maintain content calendars, use analytics tools to monitor engagement and undertake competitor analysis to ensure student communications are forward-thinking and impactful at Swansea University. 9. Be a champion of the MyUni identity and house style. 10. Identify internal and external best practice in student communication and promote these across the University. |
| **General Duties** | 1. To fully engage with the University’s Performance Enabling and Welsh language policies 2. To promote equality and diversity in working practices and to maintain positive working relationships. 3. To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture. 4. Any other duties as directed by the Director of Academic Services or the Head of Student Partnership and Engagement Services or as expected within the grade definition 5. To ensure that risk management is an integral part of any decision making process, by ensuring   compliance with the University’s Risk Management Policy. |

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| **Leadership Values** | All Professional Services areas at Swansea University operate to a defined set of Core  Values: [Professional services values](https://www.swansea.ac.uk/the-university/values/professional-services-values/) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.  In addition you will operate to a defined set of [Leadership Values:](https://www.swansea.ac.uk/media/Swansea%20University%20Leadership%20Model%202018.pdf)  **We are Professional**  We develop ourselves and our teams through continued professional development, and use feedback to improve. We create a culture that delivers successful outcomes through people, supporting, developing and challenging our teams to succeed. We involve our people in developing a vision for the future and in enabling innovation and change, improving University, team and individual performance.  **We Work Together**  We enable our teams to work together and across functions to deliver successful outcomes that exceed the needs and expectations of our customers. We are responsible for creating environments that demonstrate equality, foster trust, respect and challenge. We are accountable for providing  clarity and direction, communicating the “big picture” and harnessing ideas and opportunities to achieve the University’s vision.  **We Care**  We create environments that identify, understand and give priority to delivering the needs of the University Community (our students, colleagues, external partners and the public). We motive and inspire our teams to provide the highest standards of personalised care and in doing so uphold the Swansea University brand. |
| **Person Specification** | **Essential Criteria:**  **Leadership Values:**   1. Demonstrable evidence of creating a culture that delivers successful outcomes through people, developing and challenging teams to succeed and take pride in delivering professional services and solutions. 2. Ability to enable teams to work together and across functions to deliver successful outcomes that exceed the needs and expectations of customers, and in creating environments that demonstrate equality, foster trust, respect and challenge. 3. Demonstrable experience of creating environments that identify, understand and give priority to delivering the needs of the customer, and in motivating and inspiring teams to provide the highest standards of personalised care   **Qualification**   * + A degree or equivalent significant relevant work experience.   **Experience**   * + Experience in motivating stakeholders or influencing others.   + Experience of developing audience-focused content for a variety of channels and platforms.   + Experience of student communication and marketing work in an HE environment.   + Experience of driving change through committees.   + Experience of University Quality Enhancement policies and procedures.   **Knowledge and Skills**   * + Excellent copywriting, proofreading and communication skills, with the ability to adapt content for a variety of platforms and influence various stakeholders.   + The ability to create content across multiple platforms in a range of formats to include emails, written copy, podcasts or multimedia presentations, maximising content for engagement and impact   + Experience of delivering student focused campaigns |

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|  | * Clear understanding of the needs of Faculties, Professional Services, the Students’ Union and students, and of service delivery imperatives for Academic Services and key external stakeholders * Excellent organisational and time management skills with the ability to prioritise work to meet deadlines, keeping team members focused on delivering outcomes through line management. * Positive, enthusiastic and creative approach, with the drive and tenacity to deliver new initiatives and improve existing frameworks independently. * The ability to use analytics tools to monitor student engagement, create detailed reports and use evidence to influence communications and engagement strategies.   **Desirable Criteria:**   * Experience in editing and graphic design. * Experience of managing a support team. * **Welsh Language:** Level 1 – ‘a little’ (you do not need to be able to speak any Welsh to apply for this role) *e.g. pronounce Welsh words, place names, department names. Able to answer the phone in Welsh (good morning / afternoon). Level 1 can be reached by completing a one- hour training course.*   Candidates should include reference to the values and personal attributes within their applications, in addition to the essential and desirable criteria. The panel will be assessing against all of these skills and attributes. |
| **Additional Information** | **For informal enquiries please contact: Annie Cottam, Student Partnership & Engagement Manager, Email:** [**a.l.cottam@swansea.ac.uk**](mailto:a.l.cottam@swansea.ac.uk)  **The University is committed to supporting and promoting equality and diversity in all of its practices and activities. We aim to establish an inclusive environment and welcome diverse applications from the following protected characteristics: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, ethnic and national origin), religion or belief, sex, sexual orientation.** |

