

**Job Description: Communications and Engagement Coordinator (Maternity Cover)**

<b>Faculty/Directorate/Service Area:</b>	Medicine, Health and Life Sciences
<b>Job Title:</b>	Communications and Engagement Coordinator
<b>Department/Subject:</b>	Data Science
<b>Salary:</b>	Grade 6: £29,959 to £33,482 per annum together with NEST pension benefits
<b>Hours of work:</b>	35 hours per week (100% FTE)
<b>Contract:</b>	This is a fixed term position to cover maternity leave for up to 12 months
<b>Location:</b>	This position will be based at Singleton Campus

<b>Main Purpose of Post</b>	<p>As part of the broader engagement team, focus is required on building close working relationships with all disciplines across the team's projects portfolio, and with cross disciplinary bodies and national research networks.</p> <p>The position will cover a diverse range of tasks to ensure effective communication and engagement strategies across the wider team as described below:</p> <ol style="list-style-type: none"> <li>1. <b>Content creation and Management</b> – develop and edit content for various platforms, including websites, newsletters, social media (including TiKTok) and internal communications. Ensure messaging and branding is consistent.</li> <li>2. <b>Website Content Creation</b> – work with the website development team, along with internal and external stakeholders to regularly update and create engaging content, which includes writing blogs, news updates, and ensuring all website content is current, relevant, and optimised for user experience and search engines.</li> <li>3. <b>Stakeholder Communication</b> – build and maintain relationships with internal and external stakeholders, including partners, media, and patients and the public. Respond to inquiries, provide updates, and ensure stakeholders are informed about key initiatives.</li> <li>4. <b>Campaign Planning and Execution</b> – plan and coordinate communication campaigns to raise awareness of the DATAMIND project as a whole and other events and initiatives. Track the success of these campaigns and adjust strategies as needed.</li> <li>5. <b>Social Media Management</b> – oversee social media presence for DATAMIND and other projects when needed; including scheduling posts, interacting with followers, and analysing engagement metrics to improve outreach efforts.</li> <li>6. <b>Event Support</b> – assisting in organising and promoting events, such as webinars, workshops, conferences or other community outreach activities. Ensure that communication materials for events are prepared and distributed.</li> <li>7. <b>Reporting and Analytics</b> – monitor and report on the performance of communication efforts and engagement metrics. Provide insights into audience engagement and make recommendations for improvements.</li> <li>8. <b>Brand Management</b> – ensure that all engagement and materials align with funder and stakeholder brand guidelines and maintain a positive public image.</li> <li>9. <b>Collaboration</b> – work closely with the research team and other internal and external stakeholders to ensure coordinated messaging and effective communication strategies across Swansea University and the team's projects portfolio.</li> </ol>
	<p><b>General Duties</b></p> <ol style="list-style-type: none"> <li>7. To fully engage with the University's Performance Enabling and Welsh language policies</li> <li>8. To promote equality and diversity in working practices and to maintain positive working relationships.</li> <li>9. 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.</li> </ol>

	<p>10. Any other duties as agreed by the Faculty / Directorate / Service Area.</p> <p>11. To ensure that risk management is an integral part of your day-to-day activities to ensure working practices are compliant with the University's Risk Management Policy.</p>
Professional Services Values	<p>All Professional Services areas at Swansea University operate to a defined set of Core Values - <a href="#">Professional Services Values</a> 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.</p> <p>Our values are:</p> <p><b>We are Professional</b></p> <p>We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality.</p> <p><b>We Work Together</b></p> <p>We take pride in working in a proactive, collaborative environment of equality, trust, respect, co-operation and challenge to deliver services that strive to exceed the needs and expectations of customers.</p> <p><b>We Care</b></p> <p>We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.</p>
Person Specification	<p><b>Values:</b></p> <ol style="list-style-type: none"> <li>1. Demonstrable evidence of taking pride in delivering professional services and solutions</li> <li>2. Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers.</li> <li>3. Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience</li> </ol> <p><b>Qualifications:</b></p> <ol style="list-style-type: none"> <li>4. Educated to A-level (or equivalent), or professional qualification, or significant experience in a similar role.</li> </ol> <p><b>Experience:</b></p> <ol style="list-style-type: none"> <li>5. Experience of social media initiative and engagement (including experience with TikTok for content creation purposes).</li> <li>6. Experience of running successful targeted marketing campaigns.</li> <li>7. Experience of developing website content.</li> <li>8. Experience in content creation and digital communication.</li> <li>9. Experience of stakeholder engagement and relationship management.</li> <li>10. Experience in preparing various presentations (PowerPoint, Canva, etc) for different audiences.</li> <li>11. Experience of using Adobe Creative Cloud, or suitable editing alternatives.</li> </ol> <p><b>Knowledge and Skills:</b></p> <ol style="list-style-type: none"> <li>12. Excellent planning, prioritisation and organisational skills, with the ability to deal with conflicting demands across multiple projects and partners needs.</li> <li>13. Excellent writing skills for a variety of different audiences.</li> </ol>

	<p>14. Excellent interpersonal skills with the ability to relate to a wide range of people with tact and the ability to present persuasive and coherent arguments to key opinion formers.</p> <p>15. Highly effective team player with a flexible personal approach and ability to work productively on own initiatives.</p> <p><b>Desirable Criteria:</b></p> <p>16. Experience in working in a Higher Education setting.</p> <p>17. Experience of working with the media/press.</p> <p>18. Undergraduate degree.</p> <p>19. Willingness to travel to meet stakeholders at different locations within Wales.</p> <p>20. Experience in creative graphical design.</p>
Welsh Language Level	<p>Level 1 – ‘a little’ - pronounce Welsh words. Able to answer the phone in Welsh (good morning / afternoon). Able to use very basic every-day words and phrases (thank you, please etc.). Level 1 can be reached by completing a one-hour training course.</p> <p>For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available <a href="#">here</a>.</p>
Additional Information	<p>Informal enquiries: Dara Almeida Medina via <a href="mailto:dara.almeidamedina@swansea.ac.uk">dara.almeidamedina@swansea.ac.uk</a></p> <p>Sudhir Taneja via <a href="mailto:sudhir.taneja@swansea.ac.uk">sudhir.taneja@swansea.ac.uk</a></p>

