



<b>Role Title</b>	<b>Communications and Engagement Officer</b>
<b>Responsible To</b>	Director of Global Engagement
<b>Responsible For</b>	N/A
<b>Salary</b>	£32,000
<b>Term</b>	Permanent
<b>Primary Location</b>	London (hybrid working – home and in person in Stratford, East London). Must have the right to work in the UK. Two days a week based in Stratford, East London.
<b>Closing</b>	12.30pm, Thursday 4 <sup>th</sup> July. Interviews, Thursday 11th July.

### About GDI Hub

The Global Disability Innovation Hub (GDI Hub) is a research and practice centre driving disability innovation for a fairer world that has grown rapidly to now operate in 40+ countries with more than 70 partners. We are the WHO Global Collaborating Center on AT, based at UCL.

Our vision is of a world without barriers to participation and equitable opportunity for all. We believe disability innovation is part of a bigger movement for disability inclusion and social justice. More than a product, a service or policy, disability innovation is a way of thinking to address disability challenges by co-designing solutions and sharing knowledge. We are solutions-focused experts in, Assistive & Accessible Technology, Inclusive Design, Inclusive Education Technology, Climate & Crisis Resilience and Cultural Participation. We stimulate entrepreneurship by developing bold approaches, partnerships and ecosystems to accelerate change.

We work across 5 domains, disrupting current ideas and practice by bring together new partnerships to overcome the barriers that exclusion and poverty creates in relation to disability.

- **Research:** creating new knowledge, solutions and products
- **Innovation:** growing inclusive innovation ecosystems
- **Programmes:** testing what works
- **Teaching:** learning and sharing knowledge
- **Advocacy:** evidence-based outreach

Based in East London and a legacy of the London 2012 Paralympic Games, we deliver world-class research, ideas and inventions, creating new knowledge, solutions and products, and shaping policy through co-creation, participation and collaboration. GDI Hub is composed of an Academic Research Centre (ARC) led by University College London (UCL) and a Community Interest Company (CIC) and is guided by an Advisory Board of disabled people. We currently have a diverse portfolio of work with a value of around £50million, and have reached 36 million people since we started counting in 2018.

GDI Hub values inclusion as a core business success factor. We actively seek to attract employees from diverse backgrounds and particularly welcome applications for this role from disabled people and people from all cultural and faith backgrounds. The accommodation of reasonable adjustments is business as usual for us. The role requires two days a week in our London based office in Stratford on the Queen Elizabeth Olympic Park. Additionally, GDI Hub deliver regular events (in person, hybrid and online) across our global portfolio – these activities may require flexible working outside of standard office hours, and attendance in person for delivery of events at our London based lab and office (Stratford), UCL Gower St (Bloomsbury, central London) or at other locations where events may be hosted (which could include at partner universities or business / innovation spaces). Associated costs will be covered for travel beyond London. Where additional hours are required for event delivery, toil will be provided.

### **Role Purpose**

This role is focused on maximising comms-based engagement across the GDI Hub's portfolio, supporting GDI Hub's growing outreach across project-based deliverables and organisational comms channels (e.g. social media, websites, content generation).

The post holder will work closely across GDI Hub comms team to support delivery across the organisational portfolio – with a focus on key regular outputs, reactive queries and organisational communications. This role will involve both administrative tasks, and creative content generation, at an anticipated volume of 50% per area.

Working collaboratively and dynamically, responsibilities will include administration, enquiry response, contributions to digital channels (social and web), events, publications and content generation. The postholder will be responsible for incoming GDI Hub enquiries, website updates, the publication of materials and outputs and support with organisational reporting. This post will work alongside all members of the GDI Hub team, as well as external partners, collaborators and stakeholders.

The post holder will occupy a key position with the organisation. The environment of GDI Hub is a dynamic and interactive one. We encourage open and positive dialogue between team members and collaboration across all tiers of the organisation, and will always listen to

new ideas and challenges to existing processes and methods.

We are looking for someone with strong administrative, communications and digital skills, with a passion for building impact and reach. The candidate will need the experience to deliver public facing comms outputs, while also building personable relationships. The ability to work in a fast-paced environment is essential, as it a streamlined, can-do approach.

Successful candidates will need to be proactive and organised with an excellent attention to detail. It's important that candidates are confident at both working independently, and as part of a delivery focused team.

The post holder will report to Louise Gebbett, Director of Global Engagement for GDI Hub CIC.

## Role Responsibilities

### **Driving comms-based engagement across the GDI Hub's portfolio**

The successful applicant will work across GDI Hub's Community Interest Company and Academic Research Centre liaising with all areas of the organisation to support the communications function as we look to translate project, programme and research outputs into public facing content for GDI Hub's multi-million-pound global programmes, research and sector expertise.

GDI Hub operates a large and diverse portfolio. Our communications positions are uniquely diverse and flexible – harnessing creative energy and enabling skill development. It also means no two days are the same. The role is a dynamic one, a fun one, but a busy one.

This role would particularly suit candidates that enjoy working in a team dynamic, are comfortable responding to changing scenarios and new opportunities, and take pride in finding creative, practical solutions. We're looking for a candidate to be responsible for day-to-day functions for the communications areas, while also being create in their approach.

#### Administrative support

- Assisting across the day-to-day functions of GDI – from uploading of publications, to reporting and tracking.

#### Enquiries and incoming requests

- Responsible for incoming channels, to provide timely responses and streamline engagement mechanisms

## Social media

- Development of social and digital assets, branding implementation, infographics, factsheets, presentation creation or editing, web page development and e-newsletters

## Content generation

- Supporting with and developing communications across GDI Hub portfolio including social media, events, campaigns, project and programme deliverables, reports, tools and publicising academic publications

## Website content

- Manage edits and requests
- Generate content and outputs

## Audience development

- Build social media followers and engagement through the development of content, re-sharing and profiling of partners and stakeholders, and engagement with followers

## PR

- Contribute to online campaigns and other engagement activities
- Communicate complex information simply and clearly to produce insights for a variety of channels and audiences

## Stakeholder Engagement

- Support GDI Hub organisational priorities by engaging with stakeholders from across our delivery programmes.

## Content capture:

- Be confident in capturing images and film content from mobile devices
- Basic photos and videos editing

This is not intended to be an exhaustive list. The need for flexibility, shared accountability and team working is required and the role-holder is expected to carry out any other related duties that are within the employee's skills and abilities whenever reasonably instructed. This is a description of the role as it is at present. It is the practice of GDI Hub to review role profiles regularly to ensure that they relate to the role being performed. These reviews will be carried out by the line manager in consultation with the role holder.

## Role competencies

### Experience and knowledge

- Experience providing administrative support across a communications function
- Up-to-date knowledge of social media channels
- Working knowledge of Content Management Systems (CMS), and confidence and competence in using CMS
- A track record in delivering communications
- Experience of managing content into social platforms
- Experience of producing a variety of communication materials and outputs (from concept to delivery) within tight deadlines.
- Experience of working in an output focused environment
- Experience of event delivery – both in person and digital
- Experience and knowledge of accessibility within communications

### Skills and abilities

- Computer literacy in word processing (e.g. Microsoft Word), PowerPoint, Excel and experience with design software such as Canva or desktop publishing (e.g. InDesign, Illustrator or Photoshop).
- Excellent organisational skills and time management skills, including the ability to work effectively on numerous projects simultaneously – both independently and collaboratively
- Excellent interpersonal skills, and the ability to liaise with staff and external individuals

- Excellent verbal and written communication skills, with attention to detail and an ability to write and present to a variety of audiences.

#### Attributes

- Demonstrable initiative and creativity
- Adaptable and resilient with the ability to work effectively under pressure
- Flexible and willing to adapt to changing scenarios
- Passionate about the disability innovation sector
- Personable and relatable
- Ability and knowledge to deliver accessible content, communications and events
- Pride in creating streamline approaches to maximise outputs.