Communications Officer

Job Description:
Starting salary in the range of: £33,141 to £35,855
Working pattern: Full-time (35 hours per week) - some out of hours work may be required for events.
Pension: USS
Annual leave: 25 days plus bank holidays, 3 well-being days per year (leave), an extended Christmas closure, and an employee benefits package
Location: Hybrid and flexible working (core hours between 10am-3pm); split between remote working and our office based in central London with occasional UK-wide travel. There is a mandatory, in-person team day once a month in our London office and expected attendance at relevant in-person events (typically up to 5 days per month).
Reports to: Head of Public Affairs

Purpose:

The Communications Officer (CO) will be responsible for supporting communications activities. The CO will support the Head of Public Affairs and work with the Events and Communications Officer to deliver the GuildHE communications strategy and annual communications plan. This role requires a proactive, dynamic, and driven individual with excellent written and verbal communication skills; confidence and experience using CRM databases, Canva and other relevant software; along with social media skills and an ability to spot new opportunities. Experience of dealing with the media and some knowledge of the higher education sector is also desirable, but not essential. The ideal candidate will be highly organised, confident and enthusiastic about delivering excellent service to members whilst helping to promote the organisation's work across all channels and especially using engaging digital content. They will be confident working in a fast-paced organisation, as part of a complex sector and working with colleagues, our organisation's members and external partners to deliver optimal outcomes.

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Key Responsibilities

1. Support the delivery of GuildHE's external engagement strategy by working with GuildHE staff and members to produce relevant content for sharing on digital channels including the GuildHE website, newsletter and social media.
2. Lead on the collation, organising and proofreading of the GuildHE fortnightly newsletter, ensuring MailChimp templates utilise current branding and formatting.
3. Support GuildHE's social media activity, working closely with the Events and Communications Officer to produce timely, relevant and engaging content, including videos.
4. Support GuildHE's policy team by proofreading and formatting policy documents, press releases and other comms materials and offering suggestions on drafting when appropriate to create the most impactful content possible.
5. Work with the Events and Partnerships Manager to maintain and update the organisation's website with relevant news and content and ensure old content is removed in a timely manner.
6. Manage the press inbox and draft suitable responses to press enquiries.
7. Monitor media coverage.
8. Help to prepare monthly analytics reports on communications performance for sharing with the Head of Public Affairs, Chief Executive, wider staff team and the Board.
9. Develop relationships with Comms contacts at sector agencies, extending GuildHE's press network and working to support the Head of Public Affairs in that exercise.
10. Supporting the Head of Public Affairs on basic public affairs duties, such as acknowledging enquiries from MPs.
11. Undertake responsibilities delegated by the Head of Public Affairs as appropriate and required.

The postholder will also be expected to:

12. Actively support the delivery of the GuildHE strategy.
13. Contribute positively to a small, professional team focused on delivering excellence in their members' interests.
14. Support GuildHE events activities as appropriate - including campaigns, basic communications and social media plans, writing articles, blogs and press releases.
15. Build strong relationships with key stakeholders at HE institutions, including senior leaders, academics, and professional services staff.
16. Proactively gather feedback from HE institutions and use this to inform the continuous improvement of our services.

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17. Demonstrate a proactive approach to embedding EDI principles within all policy development and advocacy efforts.
18. Represent GuildHE externally on a range of HE sector groups and projects where appropriate.
19. Proactively identify personal and team development opportunities.
20. Undertake any other reasonable duties as may be required.

Person Specification

Core Skills:

- Strong written and verbal communication.
- Excellent organisation and time management.
- Proficiency in Google Suite, Microsoft Office, CRM systems, video content creation and graphic design tools (such as Canva or Adobe Creative Suite).
- Ability to work independently and as part of a team.
- Ability to coordinate multiple tasks and meet deadlines.
- An ability to build relationships within our team, with our organisation's members and with media and policy contacts.
- Understanding of current media trends and best practices.
- Knowledge of new and emerging communication techniques.

Core Attributes

- Able to meet tight deadlines, to prioritise work and to anticipate issues and problems with strong attention to detail.
- Be self-motivated and communicative with colleagues, with the ability to support the wider team when required in a flexible and dynamic working environment.
- An individual who shares our values of equity and inclusion and can translate these values into day to day work and impactful outcomes.
- An ability to work independently and without on site supervision, whilst knowing when to contact colleagues for help and support.

Ideal Education: Bachelor's degree/ relevant experience or training in Communications, Marketing, Public Relations, Business Administration, or a related field.

Essential Experience:

- At least one (1) year's experience in communications/marketing, membership support, or an administrative role.

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- Proven experience in social media management and content creation.
- Experience with CRM software and email marketing platforms.

Desirable Experience

- Experience in the tertiary or higher education sector.
- Experience of creating video/dynamic digital content.
- Experience of working in or with membership organisations.

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