

COMMUNICATIONS OFFICER ROLE DESCRIPTION

KEY DETAILS

Reporting to:	Communications Manager
Place of Work:	London – our main offices are based at the KCL Strand campus, with occasional requirement to work from another campus in central London. We offer a hybrid working approach, with a minimum of 2 days per week expected in the office.
Hours of Work:	35 per week
Salary:	£33,628– £39,008. This is a KCLSU Band 4 role, and the successful candidate will be appointed on Spine Point 4.1

PURPOSE OF THE ROLE

At KCLSU, our vision is to create a future where every student has the opportunity to thrive. Together with our members, we are a union of students where individuals love their university experience, are involved in shaping the future, and have the power to make change and connect to each other.

We work to achieve this in a way that is aligned to our values - Inclusive, Collaborative, Open and Brave. These values guide how we behave, and how we go about our work.

As the Communications Officer, it is your role to develop and implement communications plans for a diverse range of work including both internal and external communications, to increase awareness, engagement and satisfaction.

ROLE SPECIFIC RESPONSIBILITIES

- Development and delivery of high-quality communications plans for liberation history months, wellbeing, advice and volunteering initiatives and providing communications support where needed
- Work collaboratively to understand each service or project area's objectives and develop quality, engaging and creative communications plans to increase awareness, engagement and satisfaction

- Develop good working relationships with our elected Student Officers and representatives to communicate their roles and the work they do to represent the student body, in an effective and engaging way
- Produce and provide content for regular newsletters and other communications channels, including the weekly KCLSU Updates for the student body and internal comms newsletter for the wider organisation
- Management of student staff and freelancers, as needed
- Be a thoughtful, creative, writer across a variety of genres, disciplines, frames and formats, able to brainstorm, pitch, and copy-edit content and posts to create excellent, original and engaging content that will grow our audience and develop two-way conversations
- Support the Digital Channels Manager to research and produce analysis to understand what students want, need and expect from our services and produce regular reports and analysis tracking the success of campaigns and tactics and producing recommendations for improvement
- Implement the communications plans to agreed budgets and deadlines
- Research innovations and content and communications best practice, to ensure our communications remain relevant and engaging
- Work with the Design team to produce creative and engaging online and offline content
- A good understanding of multimedia content production, to support digital communications colleagues in editing and use of video, audio and stills photography and enhance our online user experience through video and photography.
- Increase the diversity of communications tools used in our campaigns including film, photos, social media engagement.
- Make recommendations, based on data and evidence, for improvements to services and student engagement

PERSON SPECIFICATION

This person specification sets out a range of behaviours, knowledge, skills and experience that the ideal candidate will be able to demonstrate. We recognise that candidates will have a variety of experience and understand that this experience does not always come from paid employment. Your application will be assessed on how your skills and experience relates to the competencies below.

Area	Essential
Qualifications, Experience and Knowledge	<ul style="list-style-type: none"> • Previous experience of working in a similar role within Communications or Marketing • Experience of working in a busy marketing and communications team • Experience of a range of marketing disciplines including; advertising, direct marketing, digital, customer service, events, membership marketing and experiential marketing

	<ul style="list-style-type: none"> • Experience of developing and delivering marketing, content and communications plans for both internal and external audiences • Experience of writing copy for a variety of online and offline channels and to a range of audiences • Experience of developing and using a range of different content including video and photography • essential • Experience of using databases to segment and target customers/members • Experience of working within brand guidelines <p>Desirable</p> <ul style="list-style-type: none"> • Degree in Communications or other subject relevant to the role or equivalent experience and evidence of a commitment to continuous professional development • CIPR membership and/or qualification • Experience with creating and editing video content • Experience working in a Students' Union, the HE Sector, charity, not for profit sector • Experience of involvement with a membership organisation
Behaviours	<p>Essential</p> <ul style="list-style-type: none"> • A commitment to and ability to role model KCLSU's vision and values. • Able to build positive relationships with colleagues at all levels. • A positive, solution-focused worker – able to give advice to inform difficult decisions; determined and resilient in order to cope with the demands of the role • Has a curious and growth mindset, appetite for testing and learning, ability to lead through vision and action, desire to collaborate and use the team to inform decision-making, and drive for performance • Visionary, creative, and innovative. • An excellent role model who promotes high standards of ethics, integrity, and honesty • A confident communicator and presenter • Enthusiasm for working with students in a student-led environment • Relationship management skills to facilitate the buy-in and progress of the communications strategy across the range of parties involved • Ability to conceptualise, create and deliver an organisational communications strategy • Excellent social communication skills in addition to high level of written and verbal communication requirements • Sound organisational and administrative abilities • Good team-working skills, including the ability to build consensus across teams in order to prioritise and manage workload

	<ul style="list-style-type: none"> • Ability to manage a heavy workload and to deliver to tight deadlines, often unsupervised. • Energy, flair, adaptability and a willingness to learn • A commitment to the principles and practices of equality, diversity and inclusion.
Skills	Essential
	<ul style="list-style-type: none"> • Excellent written and verbal communication skills • Ability to manage work time effectively and prioritise projects appropriately • Attention to detail and accuracy • Awareness of the role of communicating, elected representatives and officers within a students' Union • Understanding of the importance of internal comms within an organisation with different internal audiences e.g. nonstudent and student staff • Good numerical and analytical skills • Excellent computer skills • Independent and proactive, being able to work without close supervision • Able to build appropriate relationships with relevant partners
	Desirable
	<ul style="list-style-type: none"> • Awareness of current social media trends within HE and membership organisations • Up to date knowledge on technical solutions and applications for video and photography management • Video editing experience • Able to manage and curate photography content, using databases to tag and archive content