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JOB DESCRIPTION	
Job title: Communications Executive: Online Showcasing	**Accountable to**: Communications Manager (External)
Contract length: 6-months FTC	**Hours per week**: 35 **Weeks per year**: 26
Salary: £36,532.00 - £44,865.00 per annum	**Grade**: 4
Service: Communications and External Affairs	**Location**: High Holborn

UAL and communications

UAL is a world-class university, shaping the creative industries locally and globally. It offers an extensive range of courses in art, design, fashion, communication and performing arts and is ranked second in the world for Art and Design in the 2022 QS World University Rankings®. Made up of six renowned Colleges: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts, UAL is home to a diverse body of over 20,000 students from over 130 countries.

At UAL we believe the world needs creativity. That's why UAL is a social purpose university, dedicated to nurturing creativity and deploying it to help solve the world's problems. At the core of our new 10-year strategy is a commitment to making the world a better place.

The communications team has a vital role to play. We want to bring high quality education to more students than ever before and give our students the education they need to flourish in a changing world. We have ambitious targets including achieving net zero by 2040 and ensuring our workforce is 30% B.A.M.E by 2025. We need ambitious, creative and dedicated communications professionals to join us and help us change the world through our creative endeavour.

Purpose of Role:

Working in UAL's central communications team, we are looking for an exceptional communications professional to support UAL's online showcasing activities.

You will deliver key communications on a variety of channels to keep staff, students and the outside world informed about UAL's online showcasing initiatives. You will develop compelling and engaging stories that increase awareness of our Graduate Showcase and Portfolio sites and promote the student projects on each of them.

Duties and Responsibilities

- Work with the Head of Online Showcasing and comms colleagues across the university to define and communicate the benefits of engaging with Graduate Showcase and Portfolio.
- Create a range of content that promotes the benefits of Graduate Showcase and Portfolio aimed at students and course teams.
- Create a range of content that promotes the Graduate Showcase platform to external audiences including relevant industries i.e. Fashion, Fine Art
- Develop a communications strategy that uses Graduate Showcase content to support UAL's central comms and social purpose strategies.
- Lead on the development and timely distribution of a range of social media assets.
- Collate and write up case studies and success stories to be shared with internal and external audiences.
- Develop student-facing video content to encourage engagement with Graduate

Showcase.
- Develop industry-facing video content to encourage engagement with Graduate Showcase.
- Work with colleagues to identify prevalent and topical themes and explore ways to bring them to life through on the Graduate Showcase site.
- Identify the stories which will resonate with UAL audiences, taking a people centred, storytelling approach

General

- To perform such duties consistent with your role as from time to time may be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships

- Line Manager – Communications Manager (External)
- Communications Manager (University Campaigns)
- Head of Online Showcasing
- Colleagues from central Marketing, Communications and Brand teams
- College communications and events colleagues
- Temporary staff hired to produce content
- Members of the Digital Team and wider Digital & Technology department
- College/Institute departments

Specific Management Responsibilities

Budgets: Not applicable
Staff: Not applicable

PERSON SPECIFICATION	
Specialist Knowledge/ qualifications	o Demonstrable experience of generating effective communication messages and campaigns o Able to write great copy and tell a compelling story o Experience of filming and editing audio visual content to tell stories and showcase initiatives o Experience of managing projects, initiatives, and campaigns o Excellent IT skills with demonstrable experience of using design technology e.g. InDesign, Photoshop, Illustrator, Premiere, After Effects

	o Experience of managing digital communication/ social media communications o Knowledgeable about our business and passionate about our purpose and values o Educated to degree level
Relevant Experience	o Proven experience of working in a similar communications role o Experience of creating content in a variety of formats including film / video o Experience in creating relationships with internal and external stakeholders at all levels o Experience in delivering high-quality and visually impactful communication materials
Communication Skills	o Excellent organisational, planning and project management skills, with the ability to think ahead, prioritise and work flexibly and accurately when under pressure o Strong written and verbal communication skills, with excellent ability to write in plain English o Good interpersonal skills, with the ability to build strong working relationships o Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way o Excellent writing skills with demonstrable experience of writing copy for impactful communications
Research, Teaching and Learning	o Ability to apply skill, knowledge and experience to work and seeks opportunities to improve
	o Commits to own development through effective use of UAL's appraisal scheme and staff development processes
Planning and managing resources	o Plans, prioritises and manages resources effectively to achieve short and long term objectives
Teamwork	o Ability to lead and develop internal and external networks, actively seeking to build productive and enduring relationships to strengthen working relationships and foster collaboration. o Works collaboratively in a team and where appropriate across or with different professional or student groups and with Arts SU o Prepared to work flexibly to share the load across the team to ensure maximum collective delivery
Student experience or customer service	o Experience of working in a creative HE environment, or in the creative and cultural industries, would be welcome

Creativity, innovation and problem solving	o Creative with a good eye for what makes something visually appealing and impactful o Expertise in film editing processes o Good knowledge of InDesign, Illustrator, Photoshop or other design packages would be an advantage o Has good ideas and is not afraid to suggest new ways of doing things o Suggests practical solutions to new or unique problems o Anticipates difficulties and identifies practical ways of overcoming and preventing them

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.

Last updated: January 2023