

JOB DESCRIPTION	
<b>Job title:</b> Communications Assistant	<b>Accountable to:</b> Communications and Marketing Manager for Accommodation Services
<b>Contract length:</b> Fixed Term one year 2 days a week.	<b>Hours per week:</b> 14 <b>Weeks per year:</b> 52
<b>Salary:</b> £29,581 (spine point 20, grade 3). (pro rata)	<b>Grade:</b> 3
<b>Service:</b> Accommodation Services	<b>Location:</b> High Holborn, UAL.
<p><b>What is/Who are Accommodation Services</b></p> <p>Accommodation Services sit in the Operations and External Affairs department for University of Arts, London. The team is made up of in house Accommodation Advisors, a Private Accommodation Advisor, a 24-hour Residence team, a Social Programme, a Marketing team and a Summer Stays team.</p> <p>There are currently 3,400 rooms in 13 different halls of residences across London. Throughout the summer, some of these rooms are rented out to members of the public and students on UAL short courses.</p>	
<p><b>What is the purpose of the role?</b></p> <p>We are looking for a Communications Assistant to provide support to the Marketing and Summer Stays team in Accommodation Services. Social media, community management, editing and writing will be an important part of the job.</p> <p>In this role you should be an excellent communicator with strong attention to detail, preferably with community management or social media skills.</p> <p>Ultimately the main goal of the role holder will be to help grow the summer business messaging across all channels and grow potential sales leads.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Collaboratively work with Marketing team and Summer Stays team to devise communications plan.</li> <li>• Create and project lead engagement campaigns through multiple platforms including social media channels, and CMS systems.</li> <li>• Engage with online community and respond to comments and requests.</li> <li>• Create engaging content for all platforms, including blog articles, social media posts, newsletters, and videos.</li> <li>• Use Google Analytics and Sprout Social to track and measure website and social media engagement and produce reports for internal stakeholders to relay customer feedback insights.</li> <li>• Liaise with other departments to stay updated on new marketing initiatives, product and service developments, and to ensure brand consistency.</li> <li>• Work with the UAL web and digital teams, ensuring the website is fit-for-purpose</li> </ul>	

and addresses marketing and student recruitment objectives.

- Upload content to hallslife.arts.ac.uk, working with student ambassadors and colleagues to ensure all content is up to date, practical and relevant.
- Be an ambassador of UAL's reputation and brand ensuring both are protected and represented in line with established guidelines.

#### **Objectives over the next year**

- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to regularly travel to other sites as necessary.

#### **General**

- Assume other reasonable duties consistent with your role which may be assigned to you anywhere within the University.
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- 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.
- 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.
- 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**

- Communications and Marketing Manager – Accommodation Services
- Communications Executive – Accommodation Services
- Interim Commercial Development Manager
- Guest Relations Coordinator
- Social Programme Team
- Accommodation Services Manager
- Residence Managers and Operations Staff

#### **Specific Management Responsibilities**

N/A.

Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> <li>• Experience of digital communication/social media</li> <li>• Social Media analysis</li> <li>• Use of a Social Media scheduler e.g. Sprout Social</li> <li>• Active interest in digital marketing trends</li> <li>• Knowledge of Adobe Creative Suite</li> <li>• Photoshop</li> <li>• Knowledge of Google Analytics</li> <li>• Degree in Marketing, Media or English desirable</li> </ul>
Relevant Experience	<ul style="list-style-type: none"> <li>• Previous experience working as a community manager in a similar role or alternatively a background in social media ideally from a similar industry.</li> <li>• Must have a cutting-edge interest in social media and be abreast with the fast-changing nature of social media and ensuring that new opportunities for engaging with customers are realised.</li> </ul>
Communication Skills	<ul style="list-style-type: none"> <li>• Strong written and verbal communication skills, with excellent ability to write in plain English</li> <li>• Good interpersonal skills, with the ability to build strong working relationships</li> <li>• Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</li> <li>• Excellent writing skills with demonstrable experience of writing copy for impactful communications</li> </ul>
Professional Practice	<ul style="list-style-type: none"> <li>• Effectively delivers basic training or briefings to support understanding or learning</li> </ul>
Planning and Managing Resources	<ul style="list-style-type: none"> <li>• Plans, prioritises and manages resources effectively to achieve a positive and responsive student or customer service.</li> </ul>
Teamwork	<ul style="list-style-type: none"> <li>• Works collaboratively in a team or with</li> </ul>

	different professional groups
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> <li>• Uses initiative or creativity to resolve day-to-day-problems</li> </ul>

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: October 2018.