

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title:</b> Communications Officer, Fashion and Business	<b>Accountable to:</b> Media and Communications Manager, Better Lives
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 1.0 <b>Weeks per year:</b> 52
<b>Salary:</b> £28,839 pa	<b>Grade:</b> 3
<b>College/Service:</b> London College of Fashion/Internal and External Relations	<b>Location:</b> 20 John Princes Street, London, W1G 0BJ

### Purpose of Role:

The role of the Communications Officers is pivotal within the Communications Team. Reporting to the Media and Communications Manager, you will work on the communication and marketing of the college, its courses, and the outputs of the department, through researching, facilitating, disseminating and tracking new web content, news stories and publications.

This role focuses on the College's design and management output, including the fashion shows (two postgraduate and one undergraduate show per year), industry projects, careers, and the Fashion Business School.

### Duties and Responsibilities:

- To be responsible for acquiring a depth and breadth of knowledge on the College, its activities and context within the University of the Arts London
- To work with the Communications team in collecting relevant and up to date information to assist with the production of printed materials and publications, and for online information, and to assist them with work relating to agreed strategic aims and objectives of the Communications team.
- To create online content for the LCF web pages, blogs, social media and bulletins, such as interviews, images and video, and to work with LCF and external agencies and designers in assisting with this, including planning, scheduling, proofing, and editing
- To contribute to other forms of web content generation for use in student recruitment initiatives (in agreement with Web Officer) such as; Student and Alumni Profiles; Image Galleries; LCF News content.
- To liaise with key Fashion Business School, Careers and Student Recruitment staff in the College to create content to promote student recruitment and individual courses, industry projects and business activities
- To liaise with current students and alumni to report their stories and projects for LCF online channels
- To create content to assist in promoting events, and to and to report these events for the blog and LCF digital channels. Key events for this role include fashion shows, exhibitions, but this role will include attendance of many LCF events across all subjects
- To liaise between the Communications Assistant, Communications Co-ordinator and Brand Manager to ensure all content going out is planned and entered in the comms, social and editorial calendars
- To post content to LCF's social media channels, contribute to key campaigns and monitor success, assisting with statistics for the Communications monthly report
- To evaluate which content is successful for student engagement and suggest ways of building new online audiences for LCF, contributing ideas for engagement with the LCF student audience and new audiences, in particular on social media
- To work with the LCF Digital Media agency to further the reach of LCF digital content

- To work with the Web and Communications Teams in responding to live RSS Feeds (such as Twitter) and other college Web 2.0 and network groups, and carry out the strategy for best use and promotion of these channels
- To ensure that LCF content is promoted to internal and external audiences. This will include identifying and building relationships with social influencers, and building relationships with relevant external brands and organisations who might feature or promote LCF content
- To assist with the delivery of the Internal Communications strategy
- Alongside the other Communications Officer to produce student and staff the Events Bulletin, and to ensure proper dissemination of this information.
- To treat all information, written and oral, in the utmost confidence
- To perform such duties consistent with your role as may from time to time 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 Equal Opportunities Policy and the Staff Charter, promoting equality and diversity 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 to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Media and Communications Manager
- Brand Manager
- Communications Officer, Better Lives

Specific Management Responsibilities

Budgets: N/A

Staff: N/A

Other: Accommodation/equipment) as appropriate

Signed \_\_\_\_\_ Date of last review \_\_\_\_\_

(Recruiting Manager)

**Job Title: Communications Officer, Fashion & Business****Grade: 3****Person Specification**

Specialist Knowledge/ Qualifications	Relevant degree or equivalent relevant experience in Marketing/Communications
Relevant Experience	Significant demonstrable experience of working in a Marketing/Communications supporting role
	Extensive experience of monitoring and using social media
	Experience of interviewing for promotional material
	Experience of writing for web
	Experience of working in an arts/creative sector
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Planning and Managing resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team and where appropriate across or with different professional groups
Student Experience or Customer Service	Provides a positive and responsive student or customer service
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems

**Last updated: 11/06/2015**