

JOB DESCRIPTION AND PERSON SPECIFICATION	
Job Title: Communications Assistant	Accountable to: Marketing and Communications Manager
Salary: £25,061.00 - £29,358.00 per annum	Grade: 2 Contract length: Permanent Hours per week: 35 Weeks per year: 52
College/Service: Accommodation Services	Location: University of the Arts London, 272 High Holborn & Various Halls of Residences
<p>Purpose of Job</p> <p>The Communications Assistant will support the Marketing and Communications Manager and the Student Experience Manager with communications for the department. The role will concentrate on communications to current students in house, prospect students and external guests for our commercial business. The Communications Assistant will also provide administrative and communications support for the Social Programme.</p>	
<p>Duties and Responsibilities</p> <ul style="list-style-type: none"> • Create, edit and schedule content for all Accommodation Services social media channels (15 channels across all halls) with support from the Accommodation Services Marketing and Communications Manager. • In addition to this monitoring all Accommodation Services social media forums (Facebook groups, Twitter accounts) and escalating complaints and hall concerns to the Residence Manager and Marketing and Communications Manager when required. • Work with the Marketing and Communications Manager to ensure the UAL Accommodation Services website is up to date and relevant. • Assist with marketing strategy for Summer Stays. • Coordinate, create and schedule content for online content hub 'Halls Life'. Liaise with key Accommodation Services team members to create a streamlined, consistent and regulated content plan. • Build a Student panel of contributors regularly create content for the Halls Life platform. • On a weekly basis to use 'Google Analytics' to analyse Halls Life traffic with the Marketing and Communications Manager. Use analysis to make recommendations for further content. • Project management of content for all TV screens across up to 12 sites. Including liaison with Residence Managers, Marketing and Communications Manager and Social Programme team. • Project management of 'Halls Life' magazine. Including all editorial and content control. Coordinating content with current students and Social Representatives. • Support the Marketing and Communications Manager with in-house communications to current students. This includes email communications. • Provide administrative support to the Marketing and Communications Manager throughout the year. Specifically, for key events like Welcome weekend and Applications day. • Supporting the Marketing and Communications Manager with internal communications across the university and generally helping to lift the profile of the department across the colleges. • Coordinating the logistics and administration for Summer Open Days across all sites. In addition to 	

this coordinating an Accommodation presence at College Open and Offer days.

- The Communications Assistant may also be required to help with adhoc design work when required.
- Supporting the Student Experience Manager with Communications when required.
- Competitive research (including housing providers) on behalf of the Marketing and Communications Manager and Head of Accommodation Services.
- Continuous monitoring (and improving) of online hall reviews.
- Working closely with the Residence Manager to provide Student Welfare Mentor Analysis and Data management support.
- To support the Student Welfare Mentor team regarding Social Media communication. This includes recommending 'appropriate' content for the team to share to their student audiences that fit the values of the programme.
- Work with the University's in house student recruitment agency 'ArtTemps' to outsource marketing design work, photography or any other student projects.
- To support the Marketing and Communications Manager at photography and video shoots. This may include sourcing and arranging 'show room' materials.
- Ensure distribution of marketing materials in University halls of residence.
- Ensure distribution of annual Accommodation Guide across the wider university, including UAL international agents.
- To attend relevant university wide events on behalf of the department. For example UCAS fairs.
- To provide 'proofing' support to the Marketing and Communications Manager on all online and print publications. In particular the annual Accommodation Guide.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- 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 in accordance with the University's policies and procedures, as laid down in the Financial Regulations. To undertake health and safety duties and responsibilities appropriate to the role
- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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

<p><u>Key Working Relationships</u></p> <ul style="list-style-type: none"> • Marketing and Communications Manager • Student Experience Manager • Social Programme Coordinator • Accommodation Services Manager • Residence Managers • Halls of Residence Staff
<p>Resources Managed</p> <ul style="list-style-type: none"> • Staff: Arts Temps, Student Welfare Mentors, Student Social Reps • <u>Other (e.g. accommodation; equipment):</u> Apple Mac Laptop

Job Title: Communications Assistant Grade: 2

Person Specification	
Specialist Knowledge/ Qualifications	Social Media content creation Social Media analysis Use of a Social Media scheduler eg. Sprout Active interest in digital marketing trends Degree in Marketing, Media or English
Relevant Experience	Previous experience writing for social media channels Previous design experience Previous campaign management experience Previous experience working with student audiences
Communication Skills	Communicates effectively orally, in writing and/or using visual media.
Research, Teaching and Learning	Effectively delivers basic training or briefings to support understanding or learning
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time
Teamwork	Works collaboratively in a team 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 day-to-day-problems
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The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

Last updated: April 2015