

# Role specification: Communications Officer



## Role details

**Job title:** Communications Officer

**Duration:** 2 year fixed term (with potential to extend)

**Salary details:** Actual salary: £22,325 to £25,515 (£28,000 to £32,000 FTE) depending on experience

**Hours of work:** 4 days a week, flexible working options available

**Responsible to:** Executive Director

## Employee benefits

**Flexible working:** We aim to ensure that all staff are able to maintain a healthy work / life balance through reasonable flexible working adjustments for staff.

**Employee Assistance Programme:** This programme provides health and advice on finance, health and wellbeing, nutrition and exercise alongside phone support from qualified mental health professionals and life coaches. You can also get discounts from major retailers as well.

**Generous holiday leave and TOIL scheme:** Holiday leave is approximately 25 days per year. This includes 5 days set leave between Christmas and New Year. We also have a time off in lieu (TOIL) scheme for employees who may need to work agreed additional hours to be able to claim that time back another day.

AMOSSHE The Student Services Organisation is a not-for-profit professional membership association for Student Services in higher education, based near Euston in London. Our members support students in fulfilling their academic potential and making the most of university life. AMOSSHE informs and supports Student Services leaders by sharing good practice and enhancing professional development. To find out more about our areas of focus over the coming few years please see our strategy here: <https://www.amoshe.org.uk/resources/Documents/AMOSSHE-strategy-2019-2024.pdf>.

## Duties

The work functions of events and communications are managed by the Head of Engagement.

Main functions of the role:

- Work alongside the Head of Engagement on implementing the new AMOSSHE communications strategy.
- Maintain and develop the processes and structures for this work with the support of the Head of Engagement, aligned to our communications strategy.
- Lead on and produce weekly newsletters for AMOSSHE members.
- Lead on developing content for our website, social media and other communications channels.
- Produce content for our social media channels and agree a process and implementation plan with the Head of Engagement.
- Enable the consistency of AMOSSHE's tone and voice throughout all communications, both internally to our members and externally to the wider sector.

## Role description

AMOSSHE website implementation:

- Work with the Head of Engagement to develop and finalise our new website.
- Lead on transferring across relevant content to our new website, and develop new content.
- Support the development of a corresponding engagement plan to help members navigate and upskill themselves on the functions of the new website.
- Review agreed communications outputs and ensure they are aligned with the targets for the new website and in line with the communications strategy.

Implementation and monitoring of the AMOSSHE communications strategy:

- Ensure that the new communications strategy is implemented throughout the organisation (all staff and the Executive Committee), including understanding of it and how to engage with it.
- Develop our structures and processes in line with the new strategy to ensure maximum effectiveness.
- Review the strategy in line with the needs of the organisation to ensure it is fit for purpose and impactful.
- Align social media content and processes with our new strategy.
- Ensure consistency of AMOSSHE's tone and voice across all communications channels.

Operational communications:

- Manage website content and update content (including text, images and rich content).
- Create, share and manage social media content and review the effectiveness of social media channels.
- Develop and produce the weekly newsletter for members, including reviewing the impact and take up of the newsletter through our new website with the assistance of the Head of Engagement.
- Proof-reading content for clarity, consistency and accuracy.
- Lead on producing analysis of the impact of our communications channels and content.

## General:

- Active contribution to a professional team.
- Maintaining motivation while working with minimal supervision, and demonstrating independence.
- Represent the organisation, and act as the 'face' and 'knowledge' of the team.
- Any other duties on behalf of AMOSSHE as may reasonably be required.

## Person specification

All the below criteria are seen as extremely important to the role. AMOSSHE will be testing against these criteria as part of the application process or the interview. Please make note of these when applying for the role.

<b>Essential criteria</b>
1. At least 2 years' experience in a similar or relevant role.
2. Excellent written and verbal communication skills in UK English.
3. Attention to detail and the ability to turn complex information into something clear and concise for the intended audiences.
4. Excellent creative thinking skills and the ability to consider different audiences within content creation.
5. IT literate to a high standard, including MS Office packages and design software.
6. Experience of designing visual content.
7. Strong organisational skills to enable prioritising tasks to meet deadlines.
8. Experience of creating content for websites and social media channels.
9. Ability to review and report on the impact of new and ongoing initiatives.
<b>Qualities</b>
10. Excellent interpersonal skills.
11. Proactive and self-motivated with excellent organisational skills.
12. Ability to manage your time effectively and with minimal supervision.
<b>Desirable criteria</b>
13. Experience of leading and managing new website transition.
14. Experience of leading on campaigns and strategy analysis.
15. Experience working in the higher education sector or a membership organisation in an administrative capacity.

## Further details

**Hours of work:** 29.5 hours per week (4 days based on 8 hour days and 30 minutes unpaid lunch break), flexible working options available.

**Holiday entitlement:** 188.8 hours (approximately 25.5 days, pro rata of 32 days per year for full-time staff), not including bank holidays. This includes 5 days set leave between Christmas and New Year.

AMOSSHE has a legal responsibility to ensure that prospective employees have the right to work in the UK before they commence employment. You can find more information at:

<https://www.gov.uk/browse/visas-immigration/work-visas>.

For European Economic Area (EEA) and Swiss nationals who want to work in the UK, you can find further information here: <https://www.gov.uk/browse/visas-immigration/eu-eea-swiss>.