

## The University of Manchester

### *Job Description*

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<b>Job title:</b>	Engagement Officer
<b>Reports to:</b>	Head of Engagement
<b>Organisation unit:</b>	University of Manchester Library: Faculty & Student Partnerships
<b>Date:</b>	January 2021
<b>HERA:</b>	MAPPS-UML-F&SP-ENG-C (390, Grade 6)

#### **Overall purpose of the job:**

- As part of the Engagement Team, this role focuses on initiating, creating, developing, delivering and evaluating communications and engagement activity to support the Library strategy. Activity is centred on our prestigious academic community, diverse student population and our public engagement with research at the John Rylands Research Institute and Library
- The role holder will be responsible for delivering innovative communications solutions and building close professional relationships with stakeholders to ensure a proactive and creative approach to Library communications and consistency of message. The ability to lead in digital marketing methodology and the use of customer focused technologies is essential
- With a fresh innovative approach you will be keen to support your colleagues to create and deliver their messages through smart and effective channels

#### **Key responsibilities:**

- To contribute to an environment that values and celebrates the diverse nature of the University of Manchester's population and to take positive steps to achieve equality in the workplace and to both meet and exceed our obligations under equality legislation
- In collaboration with the Head of Engagement, contribute to the development of innovative communications strategies in support of Library and University objectives
- Evaluate product and service information to formulate communications and engagement briefs
- Provide an integrated approach to communications through management of allocated projects, creating detailed communications and engagement campaigns and plans using established methodology
- Support the implementation of digital communication initiatives and work with the Digital Development Team to deliver the Library's digital communications strategy to engage key user communities
- Keep up to date with emerging digital marketing methodology and recommend strategies for use by the Library as appropriate; attend network and training sessions to bring back commercial knowledge and insight

- Project manage the implementation of communications and engagement plans across a diverse range of platforms offering advice, negotiating solutions and organising appropriate level sign off
- Work with in house and external designers to provide advice and guidance to improve outputs through brand, content and accuracy governance processes
- Review and challenge the use of communications with colleagues making proactive recommendations in line with the vision and strategy for the University and Library
- Help to foster a customer-focus to all of the Library's key activities and provide professional support for Library staff in communications techniques and approaches
- Work as part of the Engagement Team to contribute to and ensure transitions between our various communications platforms are integrated with our project objectives
- Build a network of trust across the Library to ensure that our colleagues communicate effectively and consistently with our audiences
- Perform any other duties appropriate to the grade as may be required by the Head of Engagement
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy
- Ensure that University guidelines relating to brand and house style are applied to materials produced within or commissioned by the Library
- To take an active approach to continuing professional development
- To be responsible for compliance with and the embedding of University policies, procedures and requirements - in particular those relating to health and safety; equality, diversity and inclusion; and information governance
- Such other duties as may reasonably be associated with the grade and a role of this nature
- To work at any Library site as required
- To be flexible in relation to hours of work as may be reasonably requested from time to time
- To wear supplied Library branded clothing during defined promotional activities and special events
- To understand the specific context within which the role operates and how it relates to the wider University goals and business processes, in order to facilitate informed decision making
- To ensure the working environment reflects the University's and Library's values

**Person Specification:**

Essential knowledge, skills and experience:

- A degree or appropriate professional qualification, or substantial previous experience in a customer focused marketing and communications environment
- A proven track record in creating and leading integrated communications and engagement campaigns with substantial experience using digital communications methodology and platforms
- Excellent personal, communications and influencing skills
- Excellent copywriting, editing and presentation skills
- Experienced in working under own initiative and pressure to schedule and balance workloads
- Excellent interpersonal and negotiating skills and the ability to work as a member of a team
- The ability to deal sensitively and appropriately with external organisations in respect of public relations and publicity

- Excellent analytical and evaluation skills
- Project management skills, particularly the ability to deliver on deadline and to budget
- Proven ability to work in an effective and collegial manner with staff across the University
- A commitment to the University's and Library's strategic objectives
- A commitment to the highest service standards

Desirable skills, knowledge and experience:

- Proven events management ability
- Proven creative approach
- Awareness of the Higher Education environment and issues relating to the sector