

Digital Communications and Marketing Officer

JOB DESCRIPTION

Contract: Permanent, full-time.

Hours: 35 hours per week.

Salary: up to £28,000.00 plus excellent benefits.

Location: Hybrid with two days in London and three days at home.

Reports to: Executive Director.

Purpose of the role

As the Digital Communications and Marketing Officer, you will use your creative expertise and exceptional writing skills to put UACES members and the wider community at the heart of your work.

You will plan and deliver high-quality communications that informs, engages and influences UACES audiences and use data and evaluation techniques to improve and measure the impact of your work.

Key duties and responsibilities

- Implement engaging multi-channel communication and marketing campaigns to raise awareness of UACES activities and work (including email, website, social media, online advertising)
- Write, design and issue the UACES Newsletter for members and subscribers, as well as email campaigns for specific UACES activities to segmented audiences.
- Regularly plan, create, review and update the UACES website with timely content and work with the web developer to enhance user experience.
- Undertake the day-to-day management of the UACES social media channels and work with the Executive Director to support the delivery of the UACES social media strategy.
- Undertake the day-to-day management of the Ideas on Europe blog.
- Create photos and short videos for the UACES website and social media channels.
- Ensure tone of voice and brand consistency in all UACES outputs.
- Use analytics to report on the reach and impact of UACES campaigns, tracking performance and using insights to improve future campaigns and build audience engagement.
- Attend UACES events to co-ordinate and deliver onsite communications and marketing
- Develop a thorough working knowledge of the UACES CRM and CMS systems and ensuring all communications comply with GDPR legislation.
- Attend meetings, conferences, staff training and any other appropriate activities to actively contribute to UACES' overall work.
- To undertake other reasonable duties as required by the Executive Director.

Person Specification:

<u>Job Requirements</u>	Essential Criteria	Desirable Criteria	Assessment
Qualifications and training	<p>Knowledge of communications and marketing and its application in a work setting.</p> <p>Evidence of commitment to continued professional development e.g. training courses or informal learning in relevant areas.</p>	Good working knowledge or relevant qualification in European Studies or related area.	CV
Experience	<p>Demonstrable experience of delivering communication and marketing campaigns across a range of channels to deadlines and budget.</p>	<p>Experience of working in the charity or membership sector.</p> <p>Experience analysing a range of metrics and using them to inform and improve outputs.</p>	CV Presentation Interview
Knowledge	<p>Technical working knowledge of communications and marketing disciplines including design, digital and offline communications.</p> <p>Working knowledge and practical experience of using web content management and email software systems.</p> <p>Excellent working knowledge of Microsoft 365 particularly Outlook, Excel and Teams.</p> <p>Excellent working knowledge of Canva Professional / Adobe Creative Suite</p>	<p>Experience of photography and video production, or willingness to undertake training in this area.</p> <p>Working knowledge and practical experience using a membership CRM system.</p> <p>Good working knowledge of GDPR regulations in relation to management of personal data.</p>	CV Interview

Skills and abilities	Excellent writing, copywriting, editing and proofreading skills. Excellent communications skills. Ability to use own initiative to prioritise workload and conflicting deadlines. Ability to build effective working relationships with key internal and external stakeholders.	Understanding of project management approaches	CV Presentation Interview
Additional requirements of the role	Ability to travel to events and meetings in the UK and Europe.		Interview

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing needs of UACES after discussion with the post holder.

Salary and Benefits

- 28 days plus bank holidays plus three office closure days over the Christmas period.
- Contributory Pension Scheme – employee contribution is 5%, UACES will contribute 10%.
- Professional development programme including regular 1-1s, appraisal and training plan.
- Family-friendly policies and procedures.
- Flexible working practices.
- Time off in lieu for UACES event attendance.

Contract

Full-time, permanent contract.

Candidates should have the right to work in the UK at the time of appointment.

Appointment is subject to receiving two satisfactory references and successfully completing a three-month probationary period.

Notice period: Three months upon successful completion of the probationary period.

Commitment to Equality, Diversity and Inclusion:

Equality, diversity, and inclusion (EDI) are core values at UACES, and all employees are expected to demonstrate their commitment to our EDI policy.

We are passionate about building and sustaining an inclusive and equitable environment for UACES members, committees, and staff. The UACES community strives to be one where people

feel safe, where differences are accepted, where engagement is apparent and where all contributions are encouraged, valued and respected.

We particularly welcome applications from candidates that are underrepresented in the UK Higher Education sector.

We are committed to making reasonable adjustments to support you throughout the application and selection process, on commencement, or once in post. You can request support by contacting Kerry Cole, Executive Director at kcole@uaces.org.

Our EDI Officer is available for a confidential conversation with candidates with specific questions or concerns regarding our EDI policy.