**Job Description**

**1. Job Details**

Job Title**: Communication Coordinator**

Support Department**: Department for Social Responsibility & Sustainability**

Unit (if applicable): **Communications Team**

Line Manager: **Communication Manager**

**2. Job Purpose**

Based in the Department for Social Responsibility and Sustainability, the main purpose of the post is to provide a range of communications expertise to the Departments, and to other University departments that have requested assistance or that are working in partnership with the Department (“clients”).

Tasks will be assigned by the Communication Coordinator on a project or service stream basis, with the post-holder taking lead responsibility for some projects and streams, and contributing elements to others.

Specifically, the post-holder will assist in the development and communication of a number of activities intended to increase audience engagement and improve sustainability.

**3. Main Responsibilities (Approx. % working time)**

* Undertake market research and analysis to review existing activities and behaviours and to provide market intelligence and recommendations that will inform the development of new communications strategies and communication plans (20%)
* Develop a range of promotional materials (including video, graphics, web content and text) in line with the Department’s communications strategy, brand guidelines and the specific needs of individual projects/clients (20%)
* Lead the development of tailored communications plans and campaigns for individual clients / projects, working across the University, to (a) encourage personal and organisational behaviour change and (b) to enhance relationships with internal and external stakeholders (e.g. potential partners, accrediting bodies) in order to promote the activities and reputation of the department

 (20%)

* Build strong professional relationships within the Department and its partners, among both academic and support staff, and ensure that consistent, professional communications support is provided. Compile routine progress reports for relevant stakeholders and attend project inception and progress review meetings with partners and stakeholders (10%)
* Working closely with appropriate staff, ensure that the content of Department’s website and client’s websites are in line with Department and University strategy, and that they meet the needs of its target audiences (10%)
* Contribute to the development of the Department’s communications strategy (10%)
* Contribute to the social responsibility, sustainability and climate change programmes of the University of Edinburgh. (10%)

**4. Planning and Organising**

* Management of multiple projects at any one time, which requires own initiative to be used to prioritise workload according to strategic priority and urgency. Use professional expertise to ensure that market research and communications service standards are met / adhered to at all times
* Plan market research and analysis activities to support the development and communication of key messages and activities
* Design and develop communication plans to maximise audience engagement, service quality and efficiency output.

**5. Problem Solving**

* Identify problems related to campaign data and market research, and suggest appropriate amendments to plans
* Develop targeted communications support for individual clients and specific projects, identifying the most appropriate communications channels and materials for each one
* Prioritise and allocate work on the basis of competing priorities to ensure that all projects are delivered on time and to the correct standard
* Find most cost-effective solutions for all functions, making full use of internal services where appropriate.

**6. Decision Making**

* Decide the most appropriate communications solution to a variety of problems relating to audience engagement and behaviour change for sustainability
* Advise colleagues and partners on communication issues and opportunities
* Prioritise own workload on a regular basis to ensure that all projects are delivered efficiently. Work with the rest of the communications team to effectively plan campaign delivery
* Negotiate with a range of external suppliers, for example: design agencies, printers and photographers.

**7. Key Contacts/Relationships**

* The post-holder will be the key communication contact for a number of activities / service streams / projects provided by the Department. It is essential that they build up strong relationships with stakeholders to ensure that maximum support is provided to them. Key relationships will be with Estates and Buildings (Waste & Recycling, Transport & Parking, Security section, etc) and the Procurement Office
* As the post-holder will be line managed within the Department for Social Responsibility and Sustainability, it is essential that they build up strong relationships with the team to ensure that they are able to make best use of the services and expertise of the department
* Good relationships with all external suppliers are crucial in delivering all materials to time and budget.

**8. Knowledge, Skills and Experience Required**

* Degree in communications / sustainability (e.g. marketing, journalism, media, community engagement, sustainability, Corporate Social Responsibility) or a related field
* Specialist knowledge and some experience of all areas of the communications mix
* Experience in the production of both online and printed marketing materials (potentially including, but not limited to, video production, graphics design, website architecture, etc)
* Ability to manage multiple projects and deliver to agreed deadlines and budgets
* Ability to interact and manage relationships with colleagues across the University
* Excellent communications skills and ability to manage relationships with internal clients and external agencies and suppliers
* Strong copywriting and editing skills
* Understanding of change activities in an institution similar to Edinburgh
* Experience of managing and/or undertaking market research projects
* Experience of communications, planning and report writing
* Ability to meet targets and to monitor & demonstrate results against targets
* A combination of administrative systems experience, attention to detail and creative ability.

**9. Dimensions**

* The post-holder will be a key communications professional within the Department for Social Responsibility and Sustainability and will be expected to deliver communications support, advice and insight for the Department and clients.