

# JOB DESCRIPTION / COMMUNICATIONS ASSISTANT, HEAT (INTERNSHIP)

## Academic Strategy, Planning and Performance: Higher Education Access Tracker (HEAT)

The University of Kent is a leading UK institution with an excellent reputation for outstanding teaching, strong research and international links. There are many new initiatives underway to build on existing strengths, such as Signature Research Themes, the Institute for Cultural and Creative Industries and the Kent and Medway Medical School.

The University is continuing to look to the future whilst responding to sector-wide challenges. Kent has set out a vision and strategy that builds upon strong foundations in education, student experience and research, embracing flexibility and growth to ensure a sustainable future for our community, and to enable the University to further its position and navigate these challenges successfully.

As part of this, we're reshaping our operating model to ensure our directorates and academic divisions are effective, efficient and focused sharply on delivering the University's ambition to be a leading civic university; delivering an outstanding student experience, outcomes, and world-leading research.

The University hosts the Higher Education Access Tracker Service (HEAT) which provides a member-based service supporting the targeting, monitoring and evaluation of activities delivered by more than 100 providers of higher education (HE) across the country: [www.heat.ac.uk](http://www.heat.ac.uk)

### Job purpose

Working as part of a small service team, the Communications Assistant will provide additional support to the HEAT team based in Canterbury to help develop and embed membership communications and foster engagement. This as an internship role likely to suit a recent graduate or an undergraduate seeking a placement if their course and experience fits with the requirements of the role.

Working closely with our Member Consultant (Innovations and Solutions) who leads on service communications to a diverse membership of universities and other organisations, this internship role will provide additional capacity for one year, to deliver and enhance member communications.

#### Reference:

CSF-520-22

#### Salary:

Grade 3

#### Contract:

Fixed term to 31/8/2023

Full time

#### Location:

Canterbury campus/remote-working

#### Responsible to:

Member Consultant – Innovations and Solutions

#### Responsible for:

Supporting Member Communications

#### Job family:

Administration, Professional & Managerial

## Key accountabilities

The following are the main accountabilities for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

1. Assist with the development of outward facing member communications and activities using a range of channels including email and web media, to raise awareness and inform.
2. Assist in monitoring member engagement to proactively manage and optimise member service usage.
3. Help create specific materials for use by Membership and by the Team including, but not limited to, editing user-guides, website notifications and announcements.
4. Perform general administrative tasks within the Team to support communications, e.g., proof-reading and digital file administration.
5. Conduct a desk research and review of communications activity and initiatives across the sector to inform the Service communications strategy going forward.

## Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

1. Working on outward facing materials accessed by hundreds of users nationally.
2. Working within established procedures and practices, analysing and using judgement to identify the best solution to a range of different problems and issues.
3. Critical evaluation of current communications approach, to make recommendations to line manager and team.
4. Being solutions focussed with a can-do approach to communicate effectively across a varying membership and user needs.
5. Being open minded; the service is continually evolving, and this needs an adaptable, flexible approach.
6. Ability to be self-directed occasionally, and work independently with a pre-dominantly remote team who work using Microsoft Teams.

## Facts & figures

The Communications Assistant will provide support to our Member Consultant, Innovations and Solutions who leads on digital communications to the membership. They will also be required to work collaboratively with the wider HEAT Team.

## Internal & external relationships

**Internal:** Staff at all levels within the HEAT Service.

**External:** HEAT Membership; specialist software developers; consultants; contractors; visitors.

The role holder is expected to demonstrate a commitment to equality, diversity and inclusion; promoting collaboration and positive partnerships, working harmoniously with colleagues, students and other stakeholders of all cultures and backgrounds.

**Health, safety & wellbeing considerations**

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

- Working with machinery
- Regular use of Screen Display Equipment
- Conflict resolution

## Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below. Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Besides your communication skills and experience, you will have excellent interpersonal skills which ensure that colleagues and customers find you approachable and you will build and maintain good working relationships with staff across the HEAT Service.

You'll be able to demonstrate the following skills, experience, abilities and personal interests:

Essential	Assessed via
• GCSE in English & Maths (Grade C/4 or above) or equivalent	A
• Educated to A level or equivalent	A
• Knowledge of business communications and using web sites to reach an audience	A, I
• Ability to work to tight deadlines whilst maintaining accuracy	I, T
• Good verbal and written communication skills, including clear and effective facilitation and presentation skills and the ability to produce clear and concise written materials	I, T
• Excellent IT skills, particularly MS Office packages	A, I, T
• Good interpersonal skills with the ability to liaise with staff at all levels and build and maintain good working relationships with staff in many different departments and members	I
• Organised with the ability to prioritise a wide range of workload with competing priorities	I
• Ability to work under own initiative but also collaboratively within teams	I
• Good troubleshooting and diagnostic skills	T
• Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role	I
Desirable	Assessed via
• First degree, or working towards, in a relevant subject (e.g., Business, Communications or Marketing) or equivalent qualification; or experience working in a similar role	A
• Experience of HTML and/or Wordpress to assist with content management of web pages, and email communications	A, I
• Ability to make short videos, with knowledge of media used to provide new information	A, I
• Knowledge of web analytics and their use	A, I
• Understanding of and familiarity with GDPR legislation and its requirements	A, I
* A - Application; I - Interview; T - Test/presentation at interview stage	