Job Description

Social Media & Events Coordinator

Salary: Grade 5
Contract: Full time, fixed term to July 2029
Location: Canterbury Campus
Responsible to: Centre Manager
Job family: Administrative

Job purpose

The Social Media and Events Coordinator will be responsible for providing comprehensive and strategically targeted communications and event support for the E3 programme of research. The role will involve a high degree of liaison and relationship building as the postholder will work closely with, and support where needed, academic and professional services colleagues delivering the E3 project.

The role holder will need to be highly organised, creative and have a good understanding of all elements of marketing and branding, from website and social media to print and production. The role holder will contribute and create content for both written publications such as newsletters and press releases and for digital platforms and will therefore need to be technically proficient in both web design and the use of a range of social media applications and design packages. Film making and editing skills would be desirable to help create short promotional video content for social media and events.

The role will support the E3 Centre Manager to shape the growing team, develop, adapt and implement ways of working and communicating suitable for DICE and our stakeholders, and therefore the role and duties may change over time.

Suitable training and development will be provided.

We are very open to applications from candidates from atypical backgrounds and career paths, irrespective of geographical, sectoral and inter-organisational mobility. Career breaks will not be penalised. We also particularly welcome candidates who identify as other than male and from non-white ethnicities.

To find out more about The Durrell Institute of Conservation and Ecology (DICE) please visit our website: https://www.kent.ac.uk/durrell-institute-conservation-ecology

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.
• Creating and disseminating a wide range of creative and effective communications, ensuring that all of the E3’s publications, promotional copy and marketing materials are accurate, persuasive and comply with the appropriate house style and brand.
• Set up and develop content for the E3 project webpages.
• Communicate news stories and press releases about the E3 project, its staff, their research and innovation, impact, etc. via all appropriate channels and ensure that news stories on the project’s web pages are kept up to date, engaging and promote the project in a positive light and in support of divisional strategy.
• Support E3 academic and professional services staff in their work with the media, helping them to maximise appropriate media opportunities and coverage in internal and external opinion-former publications.
• Deliver the project’s digital advertising campaigns across social media, Pay-Per-Click advertising and external providers in line with the recruitment, outreach and communications strategy, with the aim of encouraging student applications and promoting brand awareness to support DICE in achieving its mission.
• Responsible for compiling and analysing reports on marketing and communication activity within DICE and present findings to the E3 Leadership Group. Maintain press protocol and key contacts.
• Develop and implement the use of social media to support to engage with relevant stakeholders as appropriate and ensuring messages remain on brand and current, using the full range of social media and digital tools.
• Create social media content, including films and to keep up to date with social media trends and influences in order to advise on best use of available platforms.
• Produce the communications within the school which includes writing monthly newsletters, celebrating achievements by staff and students and ensure everyone feels informed and involved in the E3 project and its community.
• Support recruitment and conversion activities such as Open Days and Applicant Days, Clearing, Outreach initiatives, research-related events, alumni activities, events designed to further our civic mission and increase public engagement. Organise events, photoshoots, filming and publication of E3 information, including on the website. Work with the E3 Centre Manager and team to create and improve a programme of outreach activity.
• Support the successful planning, administration and delivery of a programme of high quality academic and corporate engagement events, including the logistics for each event. These include annual symposia and Regional Planning Outreach events.
• Act as a point of contact within the E3 team and assist with enquiries related to communications and events, ensuring that they are dealt with as swiftly as possible.
• Report to the E3 Leadership Group on social media metrics over the span of the programme.

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.
• The role holder will work under regular supervision but is expected to be able to work with initiative and autonomy, including planning and managing a busy workload with competing priorities. The role holder will be expected to work independently and proactively when arranging their work, with regular changing priorities and urgent requests that mean that planned work may need to be rearranged, or deadlines negotiated, to meet E3 objectives.

• The role holder will need to effectively manage multiple requests, dealing with stakeholders politely and professionally. Stakeholders will include staff from Kent and external partners. To resolve requests the role holder will need to develop a high level of familiarity with complex processes, procedures, software and ways of working across these institutions.

• DICE is in a phase of growth and there may be changes to ways of working and the tasks undertaken by the role holder on a regular basis. The workload may be unpredictable and will include supporting key initiatives within the wider team; working out of normal hours will be required on occasion.

• The role holder will support the line manager to develop and implement changes to ways of working where required, making suggestions for change and finding effective ways to resolve issues quickly.

Facts & figures

• Supporting the content gathering for newsletters and other opinion-former communications, daily posts on social media channels, and occasional live sessions.

• Since its inception, DICE has received substantial research and innovation funding.

• Multiple in-person and online University Open Day and Applicant events annually. This will require the postholder to be flexible in their working and will include travel and some evening and weekend working.

• DICE works in 46 countries around the world and has an alumni network from over 100 countries, creating impact on the ground and engaging with people.

• Managing and creating daily content on Twitter, Instagram, LinkedIn and Facebook feeds.

• Liaising with Student Ambassadors for event support

Internal & external relationships

Internal: Academic, students and professional services staff at all levels at DICE and the University of Kent.

External: Visitors to DICE, potential students and their families and friends, external stakeholders, visiting fellows, DICE Advisory Board.

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:

• Regular use of Screen Display Equipment

• Pressure to meet important deadlines such as might be inherent in high profile projects

• There may be a requirement to work evenings and weekends
**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.

**Essential Criteria:**

- Educated to GCSE English and Maths at grade C/4 or equivalent (A)
- Strong customer service experience and a commitment to delivering a high-quality service (A, I)
- Excellent oral and written communication skills, with the ability to deal confidently with a range of people at all levels modifying your approach when necessary (I)
- Effective negotiation, influencing and communication skills, particularly the ability to persuade and inspire colleagues to work collaboratively to ensure strategic priorities are met (I)
- High level of accuracy and attention to detail and proven experience of producing concise, targeted and effective written communications (A, I, T)
- Ability to remain focused and effective when faced with competing demands in a busy environment (I)
- Demonstrable knowledge and understanding of communications, ideally gained in the Higher Education sector (I)
- Experience of using social media (e.g. Instagram, Facebook, Twitter, LinkedIn) for business purposes (I, T)
- Good IT skills, particularly Microsoft Office packages (T)
- Experience of using software to create and maintain webpages (A, I)
- Firm commitment to achieving DICE’s vision and values, with a passion for multidisciplinary, impactful research (I)
- Commitment to deliver and promote equity, diversity and inclusivity in the day-to-day work of the role (I)

**Desirable Criteria:**

- Experience or knowledge of higher education settings and/or healthcare settings (A, I)
- Film/video making experience (A, I)
- Photographic skills (A, I)
- Knowledge of WordPress and Adobe (A/I)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage