

Job Description

Communications & Events Coordinator

Salary:	Grade 5
Contract:	Full time, ongoing
Location:	Canterbury Campus
Responsible to:	Marketing, Outreach and External Engagement Manager
Job family:	Administrative

**KENT AND
MEDWAY
MEDICAL
SCHOOL**



Kent and Medway Medical School

Kent and Medway Medical School (KMMS) opened to our first cohort of students in September 2020. Our vision for KMMS is to create a new medical school for Kent and Medway that becomes a beacon for first-class medical education and research. The School will attract the most talented aspiring doctors from within the local community and beyond, offering training and development opportunities that will help to keep that talent in Kent and Medway.

KMMS brings together the existing centres of excellence in health and medical education provided by the University of Kent and Canterbury Christ Church University and local healthcare organisations, to offer a new model of person-centred medical education.

Lead by its Founding Dean, Professor Chris Holland, the School offers 109 Home and 7/8 international undergraduate medical places on a yearly basis. The five-year undergraduate programme is taught at the Canterbury campuses of both university partners with medical placements within Primary, Community and Secondary Care across Kent and Medway.

The University of Kent is a leading academic institution. It has an excellent track record in health training, research and innovation across a range of disciplines, including Biomedical Science, Pharmacy and the Social Sciences. The University of Kent is also one of two equal partners in the Medway School of Pharmacy (MSOP) which opened in 2004 and graduated its first MPharm students in 2008. The MSOP is underpinned by the University of Kent and the University of Greenwich and is based on a shared campus in Medway.

Canterbury Christ Church University has a significant portfolio of pre-registration healthcare programmes, underpinned by strong leadership, extensive relationships to support clinical placements, simulation facilities, and internationally recognised research promoting health and wellbeing.

Job purpose

The Communications and Events Coordinator will be responsible for providing comprehensive and strategically targeted communications and event support for the medical school. The role will involve a high degree of liaison and relationship building as the postholder will work closely with, and support where needed, colleagues within the Communications, Marketing, Recruitment & Engagement team, across KMMS and with colleagues at both our parent universities Canterbury Christ Church University (Christ Church) and the University of Kent (Kent). The role holder will also work closely with Outreach and Student Life and Wellbeing teams to help promote and deliver relevant activities and events. for a wide-ranging audience including applicants, students, alumni, staff and the general public.

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 such as Canva. Film making and editing skills would be desirable to help create short promotional video content for social media and events.

KMMS is still in a phase of growth as the school develops until the first cohort of students graduate in 2025. The role will support the Marketing, Outreach and Engagement Manager to shape the growing team, develop, adapt and implement ways of working and communicating suitable for KMMS and our stakeholders, and therefore the role and duties may change over time.

This role will involve working on both the University of Kent and the Canterbury Christ Church University campuses in Canterbury. Suitable training and development will be provided.

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 Medical School's publications, promotional copy and marketing materials are accurate, persuasive and comply with the KMMS's house style and brand.
- Communicate news stories and press releases about the school, staff, their research and innovation, student achievements, medical school news, etc. via all appropriate channels and ensure that news stories on the school's web pages are kept up to date, engaging and promote the School in a positive light and in support of divisional strategy.
- In conjunction with the central Communications Department at both Universities and, support 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 School'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 the school in achieving its mission.
- Responsible for compiling and analysing reports on marketing and communication activity within the school and present findings to the Marketing and Recruitment teams. 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 for the KMMS channels and to keep up to date with social media trends and influences in order to advise on best use of available platforms.
- Organise events, photoshoots, filming and publication of KMMS information including on the website. Work with the Marketing Outreach and Engagement Manager and team to create and improve a programme of school's liaison visits and outreach activity, information stands and other marketing activity within the schools, colleges and at UCAS fairs.
- Produce the student communications within the school which includes writing weekly newsletters for each student cohort, updating news stories on the student portal, celebrating achievements by staff and students and ensure everyone feels informed and involved in the school and its community, ensuring accuracy and compliance with guidance provided by the Marketing, Outreach and Engagement Manager.
- Responsible for the promotion of student led activities within the school and working with student representatives, ambassadors and volunteers to enable them to feed into the School's social media activity.
- Support recruitment and conversion activities such as Open Days and Applicant Days, Clearing, Outreach initiatives, student facing and research related events, alumni activities, events designed to further our civic mission and increase public engagement.
- Support the recruitment of KMMS Ambassador activities using the online HEAT system.

- Support work in the wider communications, marketing, outreach and admissions teams as needed during peak times or to cover absence (training will be provided).

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 KMMS objectives.
- The role holder will need to effectively manage multiple requests, dealing with stakeholders politely and professionally. Stakeholders will include staff from Kent, Christ Church, BSMS, NHS Trusts and PCNs, and external partners and 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.
- KMMS 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 KMMS ways of working where required, making suggestions for change and finding effective ways to resolve issues quickly.
- The role holder will supervise the work of junior staff, offering advice and guidance and understanding when to refer issues to the line manager.
- The role holder's workload may be unpredictable and some out of hours work will be essential to the post.

Facts & figures

- The team consists of four staff members and totals 4 FTE, managed by the Marketing, Outreach and Engagement Manager
- Providing direct support to the annual Multi station Mini Interviews – c.500 in person interviews each one involving 8 different interviewers across 7 stations and online MMIs for international students. These events are attended by c.600 attendees, from Kent, Christ Church, the NHS and other external stakeholders, and are a major marketing and recruitment activity.
- Supporting the content gathering for student newsletters and other opinion former communications, daily posts on social media channels, and weekly live sessions.
- 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.
- KMMS received over 1600 applicants in the 2024/25 recruitment cycle for 117 places.
- Managing and creating daily content on KMMS Instagram, LinkedIn and Facebook feeds, including coordinating the team and guests for the weekly Instagram Live sessions.
- Liaising with KMMS Student Ambassadors for event support

Internal & external relationships

Internal: Students, academic, research colleagues and professional services staff at all levels at KMMS, the University of Kent and Canterbury Christ Church University.

External: Visitors to KMMS, potential students and their families and friends, NHS staff, benefactors,, interview candidates, local groups and organisations, professional and medical organisations.

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:

- Repetitive limb movements
- Regular use of Screen Display Equipment
- Conflict resolution
- 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)
- 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 and a willingness to learn new skills (T)
- Experience of using software to create and maintain webpages (A, I)
- Firm commitment to achieving KMMS's vision and values, with a passion for a transformative student experience and 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