

Job Description

Communications and Events Assistant

Salary:	Grade 4
Contract:	Full time and ongoing
Location:	Canterbury Campus
Responsible to:	Marketing, Outreach and Engagement Manager
Job family:	Administrative, professional and managerial



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.

Equity, Diversity and Inclusion

We welcome applications from members of all the non-majority parts of our community and KMMS is committed to the fair treatment of all staff and students and ensuring that the learning and working environment are supportive and inclusive for all. Duties in the delivery of learning, teaching and supporting students and staff should be performed in a manner in keeping with the School's commitment to equality and diversity. KMMS will work towards attaining an appropriate Athena Swan award.

Job purpose

As a member of the Communications, Recruitment, Engagement, Admissions and Marketing team, the Communications and Events Assistant will support communications and event activities across the school. The role will provide administrative support for student recruitment, stake-holder events and communications, outreach and marketing activities.

A proactive member of the team, the role holder will work in close collaboration with the other Schools and teams across both universities as well colleagues across KMMS.

Key accountabilities

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

- Under the direction of the Marketing, Outreach and Engagement Manager, work closely with the Student Recruitment and Events Officer, the Outreach Officer and the Communications and Events Coordinator as well as members of staff at both Kent and Christ Church to support the delivery of the student recruitment, outreach and marketing and communications strategy.
- Support the production of a wide range of creative and effective communications, ensuring that all the School's publications, promotional copy and marketing materials are accurate, persuasive and comply with the school's house style and brand.
- Use good project and time management to deliver projects/tasks/events as appropriate, dividing time effectively between reporting, planning and delivery to ensure successful outcomes.
- Analyse data and information from a range of sources in support of marketing activities in order to both support and inform the school's plan.
- Work with academics, students, and the wider team in the collection and creation of promotional material for use in web-marketing and presentations, including testimonials, audio lectures and video interviews to attract applicants.
- Support the delivery of the school's digital advertising and communications campaigns across social media, 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.
- Keep the school website updated and create new pages and content as needed. Support the content gathering for student newsletters and other opinion former communications, daily posts on social media channels, and weekly live sessions. Create social media posts and other design work, managing and creating daily content on KMMS Twitter, Instagram, LinkedIn and Facebook feeds, including coordinating the team and guests for the weekly Instagram Live sessions.
- Support the team in ensuring recruitment, marketing and communications procedures and policy are adhered to within the School. Keep abreast of central University policies and procedures at both Universities and help to ensure local activity aligns with KMMS policy as well as the relevant systems and processes.
- Organise and support the delivery of internal and external events and student interviews, including events linked with research and innovation, education, alumni engagement, graduation, conferences and other events designed to enhance student recruitment and the student experience. This will involve liaising with relevant internal teams such as Commercial Services and Estates and KMMS Student Ambassadors. Research venues, suppliers, timeframes for marketing materials to be produced, where necessary obtaining quotes and negotiating feedback.
- Support recruitment and conversion activities such as Open Days and Applicant Days, Clearing (if required), student facing and research related events, alumni activities, and events designed to further our civic mission and increase public engagement. Administratively, support governance meetings related to communication and admissions activities.

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.

- Proactively manage a workload with competing demands and deadlines. The role holder will agree objectives and overall priorities with their line manager but is expected to self-manage unexpected/unplanned work using their initiative.

- The role will involve working with students and staff across multiple institutions, as well as external colleagues. The role holder will need to develop and maintain good working relationships, working with stakeholders at all levels.
- 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 the role holder may be called to work with other teams outside of their regular duties.
- The post holder will be required to work some evenings and weekends to support KMMS University of Kent and CCCU Open Days, this will require the post holder to be flexible in their working and will involve some travel.

Facts & figures

Providing direct support to annual Multi station Mini Interviews (MMIs) – over 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. KMMS received over 1600 applicants in the 2025/6 recruitment cycle for 118 places.

Internal & external relationships

Internal: Students, academic 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, Brighton and Sussex Medical School staff, interview candidates, local groups and organisations, professional and medical organisations.

Health, safety & wellbeing considerations

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

- Regular use of Screen Display Equipment
- Repetitive limb movements
- Pressure to meet important deadlines
- There may be a requirement to work evenings and weekends
- Ability to occasionally travel in a timely and efficient manner between campuses
- Manual handling

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:

- GCSE in English and Maths (Grade C/4 or above), or equivalent (A)
- Demonstrable experience of working in a busy customer facing, administrative role (A, I, T)
- Some prior knowledge and understanding of marketing, recruitment and events, ideally gained in the Higher Education sector (A, I)
- Experience of using social media (e.g. Instagram, Facebook, Twitter, LinkedIn) for business purposes (A, I)
- Effective written and verbal communication skills, with the confidence to build effective relationships (A, I, T)
- Excellent IT skills, particularly Microsoft Office and Adobe packages (A, I)

- Experience of organising and delivering events (A, I, T)
- Excellent interpersonal skills and customer service skills including a helpful and responsive manner with the ability to remain calm when under pressure (I)
- Firm commitment to achieving the University's vision and values, with a passion for a transformative student experience and multidisciplinary, impactful research (I)
- Commitment to deliver and promote equality, diversity and inclusivity in the day-to-day work of the role (I)

Desirable Criteria:

- Educated to A level, or equivalent (A, I)
- Experience of minute taking (A, I)
- Experience of using WordPress for website editing (A, I)
- Design work experience using CANVA or other platforms (A, I)

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