

Communications Officer

Basic information

Band: E

Job family: Marketing Communications

Terms: Full-time, permanent, competitive salary, 25 days holiday

Location: Cheltenham

Reports to: Head of Corporate Communications and Media

Team: Corporate Communications and Media

Business unit: External Relations



Role purpose:

We are looking for an ambitious and gifted communications professional, who already has a wide range of day-to-day experience of writing impactful internal communications, engaging positively and accurately with the media, generating interest with slick social media interactions, and running spectacular events and is looking to add national exposure and impact to an already impressive CV.

The role of Communications Officer is at the heart of the Corporate Communications and Media Team at UCAS, and will touch every aspect of our communications work. It covers support for internal communications, social media, press office, and content generation, and will also involve some out of hours work. An average day could involve everything, from dealing with press enquiries, supporting the management of our forward planning grid, writing speeches or presentations, and filming content for our internal video podcasts. This is a job for a skilled generalist, who is either already adept with the disciplines required or is willing to develop new skills, and will thrive in a varied and fast-paced environment.

This role will help UCAS to engage with a rapidly evolving education landscape, where the data and insight provided by UCAS is increasingly important, to help shape the debate about the future of higher education in the UK. The Communications Officer will help us to achieve our goal, to ensure our workforce is as well informed as possible, develop our corporate social media footprint, and help keep UCAS in the public eye, as a trusted and important national service, at the heart of millions of individual learning journeys.

Key duties and responsibilities:

Responsibilities

- Support the day-to-day delivery of communications activity, using established channels.
- Provide communications support, in relation to the delivery of specific projects and activities across the business.
- Support and advise the development and delivery of communications related to UCAS customers.
- Write articles/copy targeted at UCAS customers, and UCAS staff.
- Act as press office support, proactively managing press enquiries.
- Support crisis communications, as part of the wider corporate Communications and Public Affairs Team.
- Support and deliver work as required by the Head of Corporate Communications and Media on our social media, internal communications, and press office work streams.
- Provide media and communications support out of hours when required.

Accountabilities:

- Producing professional accurate communications work that is on-brand, and engages our customers.
- Authority to maintain and develop communications channels, including the intranet and Yammer.
- Responsible for accurate and up-to-date entries in the forward planning grid, and supporting the forward planning work of the team.

Person specification:

- Highly motivated, positive and enthusiastic communicator.
- Degree educated or equivalent.
- Able to work with data, and understand basic statistical issues and conventions.
- Experience of communications work and environments from either in-house, agency role, or media environment.
- Evidence of having sought out opportunities to learn about communications practice, and develop personal skills.
- Creative skill and flair.
- Understanding of the political environment, and how it impacts on UCAS and its business.
- Willing to work flexibly, and to tight deadlines.

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence, and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role, and may be asked to perform other duties, which reasonably correspond to the general character of their role, and level of responsibility.

Our values in action

Customer – We always look through the customer lens. The logic of the customer is the logic of UCAS.

Commitment – When we commit, we deliver on time, quality, and budget, or we negotiate changed commitments for good reason. We never leave commitments uncovered.

Team – We work collaboratively. When we commit, we commit as an individual and as a team. We strive for and support team success as well as individual success.

Outcomes – We plan and do things to achieve outcomes. We define them, aspire to them, and deliver them.

Agility – We know we need to be agile when we look through the customer lens, when we make commitments, when we work in teams, and strive for the right outcomes.

Extraordinary – We are ambitious for our customers, for UCAS, and for our teams. We want more than ordinary outcomes – we strive to achieve extraordinary outcomes, extraordinary customer focus, and an extraordinary culture of high performance and quality of focus.