

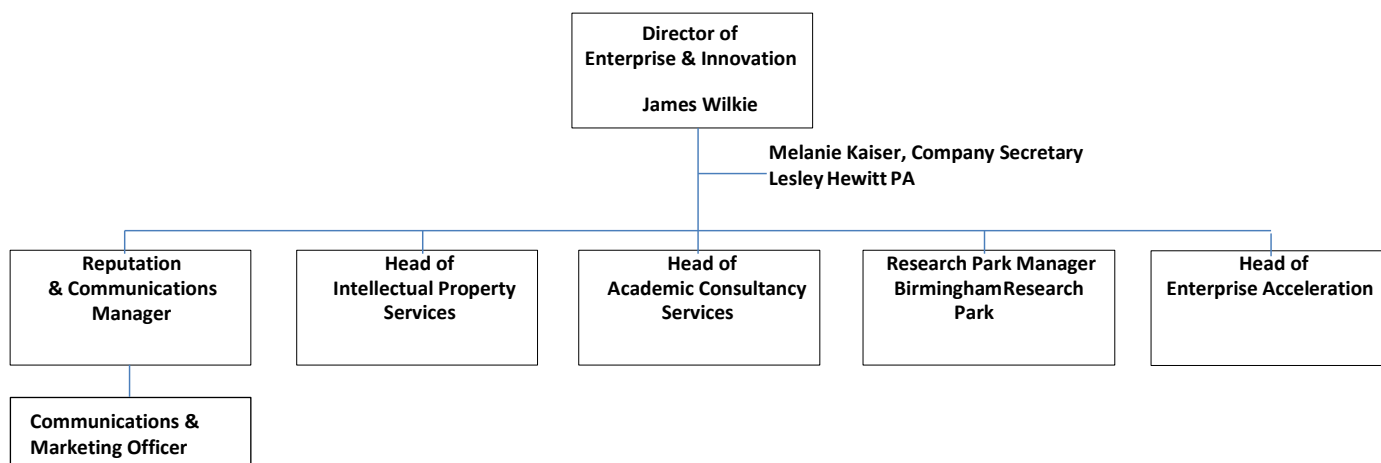


J O B D E S C R I P T I O N F O R M

If you require more space in any section, please attach a further sheet.

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| JOB TITLE | Communications & Marketing Officer |
| DEPARTMENT/SCHOOL BUDGET CENTRE | University of Birmingham Enterprise Limited |
| POSTHOLDER | New vacancy |
| RESPONSIBLE FOR WHICH OTHER POSTS | N/A |
| RESPONSIBLE TO | Reputation & Communications Development Manager |

Organisation Chart



Job Summary

Do you want to be part of a dynamic team at a prestigious organisation? The University of Birmingham is one of the most ambitious institutions in the UK and we are determined to be placed in the global top 50, with investment and strategic plans in place to enable us to achieve our objectives.

University of Birmingham Enterprise Ltd is a wholly owned subsidiary of the University, and helps academics who want to innovate, work with businesses or social enterprises, or turn their ideas into products, services and enterprises. We do this by providing:

- Intellectual Property services (patenting, advice on copyright, design rights), which turn ideas into something that can be defined, protected, and sold or licensed.
- Mentoring, advice and training for how to translate research into things of practical use (by setting up a social enterprise or business)
- Help with access to innovation funding, investment and showcasing
- A place to work alongside other entrepreneurs and learn how to create a new enterprise, offices and laboratory space



- An Academic Consultancy Service that helps individual academics provide expert advice to organisations outside the University

We are looking for a talented and passionate individual to join our team as a Communications & Marketing Officer.

The post-holder will work with the Reputation & Communications Development Manager on a diverse range of activities including website development, media relations to B2B and B2C media, social media, as well as generating compelling and engaging content and developing marketing collateral to support business development for the company.

This is an exciting time to join University of Birmingham Enterprise. The University is currently fourth in the UK for the identification and protection of Intellectual Property, and already has a portfolio of over 35 spinout companies, with a collective valuation of over £200m. It has committed significant investment to increase the support provided to the academics who wish to translate of their research, and has set aside £5m over the next 5 years for investment in early-stage spinout companies.

The communications function delivers targeted support to encourage the adoption of patented technologies by industry, raise awareness of investment opportunities, and ensure academic researchers at the University know about the support and training programmes that are available should they wish to patent their ideas or set up a business or social enterprise.

You will be pro-active, highly motivated, and have the ability to work both independently and collaboratively with other members of staff.

Main Duties

The Communications & Marketing Officer is responsible for assisting with the planning and implementation of internal and external communications, and marketing activities that support the company's objectives.

| Item | Duties | % |
|------|---|-----|
| 1 | Online <ul style="list-style-type: none">• Work with the Communications Manager on the delivery of a new online strategy for University of Birmingham Enterprise, including the redesign and realignment of existing websites.• Update the existing University of Birmingham Enterprise website using the Contensis Content Management System. | 30% |
| 2 | Media relations & social media <ul style="list-style-type: none">• Create engaging and compelling content in a variety of formats for use in media relations, social media and marketing.• Formulate media lists using Kantar (or other) media database, maintain and validate existing media lists.• Issue press releases, and conduct media sell-in and follow-up as required.• Manage social media on Twitter and LinkedIn: curate or create content as required with the aim of engaging internal or external audiences with compelling and relevant posts; schedule posts using Tweetdeck and LinkedIn Elevate.• Collate, record and evaluate media and social coverage, deliver evaluation in a format that is suitable for reporting in Board meetings. | 30% |
| 3 | Marketing & communications collateral <ul style="list-style-type: none">• Produce internal communications materials, which may be in a variety of formats (video, email, posters).• Produce marketing materials and templates that meet existing brand guidelines. | 20% |



| | | |
|---|--|-----|
| 4 | Project management and administration <ul style="list-style-type: none">• Develop project plans for external and internal communications activities, including recommended metrics. Deliver activities to the agreed timeline and budget.• Adhere to existing electronic filing systems and record-keeping in relation to the above activities, creating new filing systems as necessary, and updating Work in Progress documents that drive the delivery of Communications and Marketing work to departments within University of Birmingham Enterprise.• Other duties related to the communications and marketing function may arise during the course of work. The post-holder will be expected to embrace these opportunities and provide enthusiastic and efficient support when these other duties arise. | 10% |
| 5 | Evaluation & upward reporting <ul style="list-style-type: none">• Capture, record and present pre-determined metrics on a project-by-project basis, distil these for upward reporting.• Review and evaluate projects, and recommend how future project delivery may be amended or enhanced.• Collate monthly and quarterly updates from the wider University of Birmingham Enterprise team for upward reporting to the Board of the Company. | 10% |

Person Specification

- Educated to degree level, preferably in science, with a proven ability to grasp complex issues and explain science or technology in everyday language – both verbally and in writing.
- A strong interest in business, and a demonstrable commitment to a career in Science Communications or Marketing in a business-to-business setting.
- Excellent writing and content generation skills are required, including the ability to extract and distil the essential messages from long pieces of text, and present them in a compelling and easy to understand format.
- The ability to identify opportunities for positive, on-message publicity.
- Excellent project management, great organisational skills, and the proven ability to deliver project work to deadline. The post-holder will be expected to develop short and clear written plans for media relations and marketing projects, and manage their own workload on a daily basis, deliver activities and projects to agreed deadlines, and maintain records on shared filing systems.
- Experience and confidence in social media and the Contensis Content Management System are essential. The post-holder will be expected to learn new Content Management Systems as required.
- A demonstrable commitment to the provision of high quality customer service and continuous improvement, including the ability to review and propose how existing processes and activities can be improved or enhanced.
- Good interpersonal skills, the ability to communicate with people at all levels and across disciplines, and establish effective networks in a large organisational setting.
- The work will require attention to detail and high standards of accuracy, as well as the ability to schedule individual tasks and ensure deadlines are met. This may include occasional work outside normal office hours.



- Flexible and adaptable. The Communications function is normally running several projects in parallel, and the individual should be comfortable stepping in and out of these projects as required.
- The individual must be a team player. S/he should be tenacious, proactive, and have an innovative or lateral-thinking approach to problem solving.
- Excellent all-round office skills, with high competence and confidence in word, Excel, Powerpoint, and other commonly used programmes. The post-holder should be able to use Excel to handle, analyse and present statistical information, and will be expected to learn new programmes as required.
- The post-holder will be expected to work independently, and to be able to collaborate with individuals at all levels and from a wide range of professional backgrounds. Experience of working a multi-disciplinary environment would be advantageous.

Starting salary will be in the range £25,000 - £30,000.

For informal inquiries, please contact Ruth Ashton, Reputation & Communications Development Manager, University of Birmingham Enterprise Ltd, at r.c.ashton@bham.ac.uk.

If you are interested in applying for this Communications & Marketing Officer post please email a 2 page CV together with a 1 page covering letter explaining why you would like to work for University of Birmingham Enterprise and showing how you meet the above job criteria to: S.J.Grant@bham.ac.uk

Closing date: Monday 16th March 2020

Additional details about the University of Birmingham and its Enterprise activities can be found at www.birmingham.ac.uk/enterprise

Interviews will be held on Wednesday 25th or Monday 30th March 2020.