A black text on a white background

Description automatically generated

|  |
| --- |
| **Description and Person Specification**  **Academic/Professional Services Staff** |
| **Job title:**  External Communications and Publications Officer  **Department:** Content and Communications  **Pay Band:** C  **Line Manager:** External Communications and Media Manager |
| **Role Purpose:** The External Communications and Publications Officer supports in the development of key messaging and high profile written content that resonates with our external audiences and aligns with the Ravensbourne University London brand guidelines.  To lead in the creation of high-quality written content that increases levels of engagement amongst our audiences and showcasing our brand, culture and values whilst enhancing our corporate reputation across all of our external channels. This includes the development of high-quality written publications such as our prospectus, research pieces and newsletters. |
| **Duties and Responsibilities:**   * Support in the development of brand level messaging and rolling this out across the university. * Project manage the production of large corporate publications - including the creation and delivery of annual study guide (prospectus) and research pieces. * Ensure Ravensbourne’s brand, core messages, and proof points are reflected in all written content. * Script writing for high profile university events and videos. * Write high quality copy for our website including course and subject content, blogs and press releases. * Project manage the production of written content for a range of business development activities including advertising media, magazines and billboards. * Successfully planning, delivering, and evaluating external communications campaigns to facilitate engagement. * Work closely with the marketing campaigns and the communication teams to bring brand storytelling to the development and implementation stages of attraction campaigns. * Ensure our brand guidelines and tone of voice are applied to all written content. * Research and analysis of data, reporting on trends and findings to continuously improve our external communications. * Develop, maintain and enhance effective, efficient and productive working relationships across the institution and externally. * Ensure that course and subject content is reviewed frequently for accuracy and to appeal to target audiences. * Support with the successful management of the press desk – writing comment pieces, press releases and blogs. * Support with the management of university led events where required. |
| **Key working relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis):**   * External Communications Manager * Digital Content and Communications Manager * Head of Communications and Content * Web Editor * Marketing Campaigns Manager * Programme Directors * Course Leaders * Marketing and Communications Teams * Admissions Team * Development and Alumni Relations Team |
| **Resources Managed**  Budgets: None  Staff: None  Other: (e.g. equipment; space) |

|  |  |  |
| --- | --- | --- |
| **Knowledge and Experience** | **Essential** | **Desirable** |
| **Education**   * Degree in Journalism / Communications / English or an apprenticeship in PR / Communications or similar. Or equivalent professional experience. | **X** |  |
| **Professional qualifications/experience**   * Experienced in copywriting to meet the needs of an organisation. Including the use of written brand guidelines and tone of voice. * Experience of working with content management systems. * Proven track record in managing the development of high-level corporate publications. | **X**  **X**  **X** |  |
| **Higher Education knowledge**     * A benefit but not essential. |  | **X** |
| (Add additional headings as required e.g. Stakeholder Management, Project Management etc.) |  |  |

|  |  |  |
| --- | --- | --- |
| **Core Personal skills abilities and behaviours** | **Essential** | **Desirable** |
| **Management and leadership**  N/A |  |  |
| **Equality, Diversity & Inclusion**   * **Equality, Diversity & Inclusion -** Has a commitment to ensuring EDI is reflected in all external communications activity. | X |  |
| **Communication**   * Excellent interpersonal skills, including verbal communication, presentation and networking * Excellent creative and copywriting skills including the ability to write effectively for different channels | X  X |  |
| **Organisational Values**   * **Connection** - Experience of increasing connection between the organisations and their external audiences via the development and dissemination of excellent quality written content. * **Dynamism –** Effectively manages conflicting demands. | X  X |  |
| **Project Management**  Experience of successfully managing the development of external communications publications. | X |  |
|  |  |  |

**This Job Description may be reviewed, and duties amended aligned with Ravensbourne’s requirements, any changes will be made in collaboration with the postholder.**

**Our Values**

**Connection:** We value what happens together and we collaborate to achieve our collective goals.

**Dynamism:** We embrace every opportunity to adapt and optimise.

**Inclusion:** We celebrate our diversity, and we embrace difference as a source of strength.

**Professionalism:** We aim for quality in everything we do and take pride in our work.

A logo with colorful circles

Description automatically generated A white sign with black text and green and purple symbols

Description automatically generated