

## Job Description

<b>Post title:</b> Graduate Comms and Digital Assistant	<b>Post No:</b>
<b>Organisation Unit:</b> Employability – Student Development Team	<b>Date compiled:</b> July 2020
<b>Salary:</b> £23,500	<b>Hours per week:</b> 37 <b>Weeks per year:</b> 52
<b>If fixed term, state duration:</b> 12 months	
<b>Immediate line manager:</b> Employability e-Information (Marketing) Adviser	
<b>Designation and grade of any staff supervised by the post holder:</b> None	
<b>Job purpose:</b> <ol style="list-style-type: none"> <li>1. To assist the E-Information Adviser and other Employability Team members with the promotion of campaigns and production of online and offline comms and digital resources.</li> <li>2. To provide high quality and responsive administration support for the Employability Team's information, communication, social media and e-learning activities and promotions.</li> <li>3. Contribute to the development, implementation and delivery of the team's services using team and university systems and maximising the use of digital technology.</li> </ol>	
<b>Principal duties and responsibilities:</b> <ol style="list-style-type: none"> <li>1. <b>Communications:</b> Work with both the Employability Team and NTU Central Marketing to ensure resources and support are delivered on time, within budget and according to NTU's agreed style and brand guidelines.</li> <li>2. <b>Events:</b> Provide support in the organisation, promotion and delivery of employability and employer events, online and on campus, including Welcome Week, Jobs Fairs, Open Days, Graduation, workshops and meetings. This may involve occasional weekend and evening work.</li> <li>3. <b>Online Resources:</b> Maintain and develop Employability websites and support team colleagues, ensuring content is up-to-date, engaging and accessible.</li> <li>4. <b>Social media and digital:</b> Provide support with the development and implementation of social media plans, daily messaging on multiple platforms and e-marketing initiatives (including producing analysis and reports).</li> <li>5. <b>Resources:</b> Working closely with Employability Team, Central Marketing and Staff/Student Communications teams, write, create and distribute digital and physical resources for Employability's websites, communications and campus Centres. These will include messaging, PowerPoint slides, emails, flyers, banners, images.</li> <li>6. <b>Video and Images:</b> support the sourcing, generation, production and organisation of images and videos to meet team digital and comms needs working with team/NTU colleagues, NTU departments, students, graduates and external agencies.</li> <li>7. <b>Student Stories:</b> Support the team's campaign to produce, collect and provide access to engaging Employability student stories, profiles and quotes.</li> </ol>	

8. **Support:** Undertake the full range of administration tasks, including: photocopying; collating and distributing documents; maintaining spread sheets; events posting and reporting; booking rooms and other general duties relating to campaigns, promotions and comms/digital activities.
9. **Feedback:** Assist Employability Managers in evaluation and review activities to contribute to effective service improvement.
10. **Workplace:** To be prepared to work at home (remote working) and in the office and for and across all NTU campuses.
11. **Digital creativity:** To contribute to the delivery and the development of the service through the use of digital and creative tools.
12. **Development:** Participate in continuous professional development.

**Special requirements:**

Must be willing to work evenings and weekends on occasion

Must be willing to work with new technologies

Must be willing to work at home and in the office as required

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All staff are expected to comply with the University's Health and Safety and Equal Opportunities policies in the performance of their duties.

**N.B.** The post holder may be required to undertake any other duties which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

<b>Job description drawn up by</b>	Debra Easter / Paul Foreman	July 2020
<b>Approved for department by</b>	Debra Easter / Paul Foreman	July 2020

<http://www.ntu.ac.uk/humanresources/>