

ual:

Job description and person specification

Outreach Communications and Content Manager



camberwell
college of arts

central
saint martins

chelsea
college of arts

london college
of communication

london college
of fashion

wimbledon
college of arts

Job description

Job title	Outreach Communications and Content Manager
College/Exec Group	Education and Students
Department/Team	UAL Outreach
Accountable to	Senior Outreach Manager
Contract	Permanent
Term	28 hours per week, 52 weeks per year
Grade	Grade 5
Salary	£44,375 to £52,977 per annum pro-rata
Location	Hybrid – UAL Various Sites/Home
Job family	Professional & Administrative
HERA reference	001657

Purpose of the role

This role is a pivotal member of the UAL Outreach team, working across the team, you will be a communications professional with experience of reaching underrepresented young people. You will engage with our community of students, graduates and university tutors to communicate the story and values of our outreach programme called Insights to help widen participation in creative education and attract more students from under-represented backgrounds to study here. The Insights programme offers creative activities for students and teachers to participate in across UAL's colleges and pre-university advice to support students preparing for further and higher education at UAL.

You will be part of the UAL Outreach team but also report into the wider professional Communications Department at UAL. You will manage communications for the Insights programme and create tailored content that is relatable, accessible and inspiring to promote UAL to prospective students from underrepresented backgrounds and a network of partners including schools, colleges and cultural organisations.

You will create content for digital and print channels to engage prospective students onto the Insights programme that helps to inform and break down perceived barriers.

You will manage the permanent Outreach Content Coordinator role and work with UAL approved agencies to manage the production of accessible and high-quality promotional resources including an Insights guide. You will also manage current and former UAL students on short term contracts to create and capture content.

This role offers a unique opportunity to shape the university's outreach story and contribute to a dynamic, inclusive and innovative social purpose strategy. It is a varied role

using a range of skills including writing, editing, graphic design, curating audio and video content to tell the story of Insights and what UAL can offer prospective students.

Key duties and responsibilities

- Work with the UAL Communications Department to set a strategic approach to communications for the Insights Programme using audience research, evidence and creativity to set objectives, identify key performance indicators to increase the followership, engagement levels and impact of our social media and digital channels with the target audience of young people from underrepresented backgrounds and partners.
- Working with the UAL Outreach team, to develop coherent, engaging, inclusive digital and print content that fairly reflects the diversity of student needs and informs and engages prospective students and their school or college teachers about progression routes into UAL.
- Collaborate with the UAL Communications Department to continue to develop the key messaging framework for UAL Outreach with student experience at the heart and ensuring all digital and print channels are aligned with the UAL brand verbal identity and visual guidelines.
- Plan and deliver Insights content for digital and print channels (including our Insights Instagram channel, and webpage and guides as well as developing our presence on TikTok, YouTube and podcasts).
- Monitor Insights social media platforms for potential risks to the university's reputation, identifying any emerging issues or negative trends.
- Lead on safeguarding protocols for all Insights content creation ensuring permission, GDPR compliance and representing Outreach at Local Information Managers meetings.
- Contribute effectively to the Outreach Senior Management team meetings and full team meetings as well as attend regular UAL Communications departmental meetings and training. Feed into the Communications forward planning grid and link with UAL Student Recruitment Marketing and Admissions colleagues.
- Coordinate and manage effectively budgets and resources.
- Proactively collaborate with the Communications Department to implement best practice for evaluation and continuous improvement on Insights digital and print channels and keep up to date with emerging trends and developments including the use of artificial intelligence.
- Manage and maintain UAL Outreach content on UAL website and digital channels as part of the University's accessibility requirements quality assurance processes and related policies and governance.
- Stay informed on digital trends, tools, accessibility best practices, championing equality, diversity, and inclusion in all content.
- Continuously seek opportunities to improve user experience.

Management responsibilities

- Line Manage the Outreach Content Coordinator.
- Manage hourly paid staff (via Arts Temps) to build a creative community of contributors

to Insights programme.

- Manage production of Insights resources contracted through UAL Creative Services Roster (including freelancers to larger agencies).
- Provide effective leadership championing the values of social purpose and wellbeing of staff fostering a creative and collaborative working environment.

Key working relationships

- Outreach Content Coordinator
- Senior Outreach Manager
- Head of Outreach and Access
- UAL Outreach Team
- Communication Department colleagues including social media team, digital communications and Strategy, Planning and evaluation.
- Student Recruitment Marketing and Admissions Staff.

General duties

These duties below are in addition to the duties and responsibilities listed above:

- Perform duties and tasks consistent within the scope and grade of your role as reasonably may be expected and assigned to you from anywhere within the university.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Staff Charter and Dignity at Work Policy and anti-racism plans, promoting equality diversity and inclusion in your work.
- Undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the Planning and Review Conversations (PRC) scheme and staff development opportunities.
- Make full use of all information and communication technologies to meet the requirements of the role and to promote organisational effectiveness.
- Conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.
- Contribute to the University's Climate Action Plan and Social Purpose Strategy which sets out our principles, commitments and goals towards climate justice and our socio-environmental purpose.

Person specification

This section provides a list of up to 10 essential criteria (and up to 2 desirable criteria if specified) that you will need to demonstrate you meet as part of the recruitment process.

Experience, knowledge and qualifications

- Level 5/degree level qualification in communications related field or equivalent professional experience gained managing digital content, social media platforms, editorial and engagement, preferably within a large organisation or educational institution.
- Experience in planning and executing communications to champion diversity and inclusion.

Communication skills

- Excellent writing, editing, and storytelling skills, with the ability to create engaging and audience-focused content in an inclusive and accessible way.

Leadership and management

- Motivates and leads a team effectively, setting clear objectives to manage performance.

Research, teaching and learning or Professional practice

- Contributes to advancing professional practice/research or scholarly activity in own area of specialism.

Planning and managing resources

- Strong organisational and project management skills, with experience in managing content delivery and campaigns.

Teamwork

- Works collaboratively in a team and where appropriate across or with different professional groups.

Student experience or customer service

- Works collaboratively in a team or with different professional groups, ensuring the principles of equality, diversity and inclusion are upheld.

Creativity, innovation and problem-solving

- Analytical mindset with the ability to interpret data and use insights to optimise content performance and strategy and deliver creative solutions.