Leeds Beckett University – Job Description   Ref:

Faculty/Service	**Libraries and Learning Services**
Section	**Student Experience**
Post Designation	**Student Comms and Engagement Coordinator**
Grade	**5**
Post to which directly responsible	**Student Engagement Manager**
Posts for which directly responsible	**None**

Purpose of Job

To co-ordinate and deliver impactful communications to all LBU students that informs and engages them with Library and Learning Services (LLS), supporting them through their academic journey and helping them make best use of our services, spaces and systems.

To co-ordinate and deliver student engagement activities across Library and Learning Services, including activities to support student belonging, wellbeing and success, and initiatives that drive maximum usage and impact of library services.

To co-ordinate and support students working across the library and engaged in internship activities.

Responsibilities

1. To use social media, web and digital technologies, and print to engage students in using and talking positively about learning resources, study facilities and skills support and how they enhance academic achievement.
2. Measure engagement and impact of communications and channels and recommend campaigns based on this feedback and latest trends to inform future direction.
3. To develop and deliver communication campaigns to promote specific services and activities.
4. To coordinate the creation of engaging and inclusive visual and written content for different platforms, channels and audiences to support the work of Library and Learning Services.
5. To coordinate, deliver and monitor student engagement activities to support welcome week, wellbeing and belonging, study and exam support and Open Days.
6. To lead on and engage with students through UX activities, to better understand their needs and inform future engagement programmes.
7. To make recommendations to senior managers about budget impact of campaigns and events; demonstrate an understanding and ability to measure return on investment of funds.
8. To support Student Experience Managers by providing data, insights and feedback from users and by contributing to user research
9. To create guidelines, support and training for others, share expertise and keep knowledge and skills up to date
10. To represent Library and Learning Services in a positive and professional way, participating in library and university events such as clearing, open days, welcome, graduation and other relevant events.
11. Any other duties commensurate with the grade.

Equal Opportunities

We are committed to providing a non-discriminatory and harassment-free working environment for our employees. All postholders are expected to have due regard for those policies when carrying out their duties.

Health and Safety
You will maintain a positive attitude to Health and Safety in carrying out personal responsibilities and co-operate with Health & Safety policy/local rules/Codes of practice relating to Health and Safety.

Physical Conditions
The postholder will work on a hybrid basis, with home working and on campus working (City Campus and Headingley Campus). Appointment is to Library and Learning Services and the postholder will be expected to work flexibly across services and work locations as appropriate.

Relationships
You will work closely with managers and staff in the services and the University to support the operations of the Library.

Terms & Conditions
Terms & Conditions of Service are as determined by the Vice-Chancellor for Support staff (within a framework set by the Board of Governors), and will have regard to any national recommendations arising from negotiations between the Universities and Colleges Employers Association (UCEA), and the recognised trade unions in so far as these are adopted by the Board / Vice-Chancellor. Salary is currently within Grade 5 (£). On appointment staff will normally be placed on the first point of the substantive grade for the post. Appointment above this will only be on an exceptional basis and subject to approval in line with our University's Pay Policy. Annual leave entitlement begins at 28 days. Hours of work per week = 37.

Probationary Period
Appointment to this position may be subject to a probationary period of up to 6 months, in line with our probationary policy. A copy of our probationary policy is available on our website or on request from Human Resources.

Pre-employment Health Assessment
Our University aims to ensure that all employees are placed in a job that is compatible with their health and physical abilities. In accordance with the Equality Act, questions relating to health are asked following an offer of appointment. All offers of appointment are subject to pre-employment health assessment.

Qualifications
In accordance with our pre-employment processes, it is University policy to verify qualifications for successful candidates. We will need evidence of those qualifications required by the employee specification and claimed on the application form.

Closing Date
xxx (midnight)
Please complete an online application. If you are unable to complete an online application, please contact the HR Recruitment Team on either 0113 8121821 or HRrecruitment@leedsbeckett.ac.uk who will be able to provide you with a hard copy application form.

Post Title	Student Comms and Engagement Coordinator	Grade 5

Please carefully read the notes of guidance enclosed with the application form and provide information to help us decide whether you meet the criteria below.

Qualifications, Skills, Experience & Knowledge	Essential	Method of Assessment (Application/ Interview/Test/Other)
1. Degree, and/or equivalent experience in a relevant field of work, with an understanding of the student experience	✓	Application
2. Experience of communications including using social media, web, and digital technologies to engage different audiences	✓	Application / Interview
3. Experience of designing engaging visual and written content, including film, animations and videos, using a range of technologies	✓	Application / Interview
4. Evidence of an understanding of how to plan and deliver engaging, interesting events and exhibitions.	✓	Application / Interview

Performance Attributes Please note that all the following criteria are **essential**.	Method of Assessment (Application/ Interview/Test/Other)
SERVICE DELIVERY 5. Evidence of ability to support senior managers in developing and delivering student comms and engagement and in delivering return on investment.	Application / Interview
SERVICE DELIVERY 6. Ability to collect and use data, insights and feedback to make informed decisions and recommendations	Application / Interview
TEAMWORK 7. Ability to coordinate staff and take responsibility for services as necessary and to train, coach and mentor staff.	Application / Interview
COMMUNICATION 8. Evidence of high standards of literacy and attention to detail, and awareness of reputational risk, showing responsible and inclusive communications practice	Application / Interview
COMMUNICATION 9. Evidence of excellent interpersonal and communication skills to establish professional and credible relations with colleagues, students and external contacts.	Application / Interview
LEARNING & DEVELOPMENT 10. Evidence of a commitment to training and Continuing Professional Development, ensuring up-to-date professional knowledge and awareness of developments within the University and Sector.	Application / Interview

| Whilst these performance attributes may relate to this role more specifically for recruitment and selection purposes, following appointment, all members of staff are expected to demonstrate effective performance across all six of our University's performance attributes. Please click here for further details. | |

Whilst these performance attributes may relate to this role more specifically for recruitment and selection purposes, following appointment, all members of staff are expected to demonstrate effective performance across all six of our University's performance attributes. Please click here for further details.