

# Job Description

<b>Job title:</b> Student Communications Assistant	<b>Status:</b> Permanent, Full Time, 37.5 hours per week
<b>Team:</b> Student Experience/Academic	<b>Reports to:</b> Academic Lead Student Engagement
<b>Main Location:</b> Greenford or Greenwich Campus, with flexibility to work across all sites	<b>Direct reports:</b> None
<b>Department:</b> Student Experience	<b>Departmental budget holder:</b> No

## Position purpose:

In this exciting role, you will bring together and lead communication and engagement activities that encourage active participation in the student experience at the college. In accordance with the College's communications strategy, the successful applicant will be responsible for a portfolio of work that spans the student lifecycle from induction to graduation. You will be working with stakeholders and senior leaders across the institution to:

- Identify and communicate key messages that span the student lifecycle
- Understand key touch points and events that can be used to maximise student engagement and participation
- Impact positively on the student experience and their satisfaction

You will have a major role in the onboarding of students and mapping the process for delivering relevant information to each student cohort throughout their academic journey to ensure student success.

## Position accountabilities:

Accountability	Key activities
Principle accountabilities	<ul style="list-style-type: none"> <li>• Support the development of a college-wide student communications and engagement strategy that takes account of different student groups.</li> <li>• Work with key stakeholders across the college to co-ordinate student communication - identifying key messages and events along with the accompanying timeline.</li> <li>• Develop and execute a strategic short to medium term plan that encourages active participation in activities that enrich the student experience and ensures students are fully informed of the improvements the College has made, and is making, to the academic and non-academic Student Experience.</li> <li>• Oversee the delivery of key student communications for engagement events including (but not limited to): induction, matriculation, reorientation, and progression clinics</li> <li>• Work in collaboration with key stakeholders across the College to ensure students are informed of the SPQ, MEQ &amp; National Student Survey results and action plans.</li> <li>• Work with the Head of Strategic Communications, Head of Student Support and Engagement, Dean of Students and Academic Lead (Student Engagement) to ensure effective and efficient communications with students as required in any crisis management situations.</li> <li>• Proactively develop and implement new ideas for engaging with and conveying information to students using digital platforms and social media.</li> <li>• Take lead responsibility for ensuring that the Student Experience part of the GSM website is up to date and holds all necessary information and documents, co-ordinating with other departments across the College as required.</li> <li>• Produce ad-hoc communications material to a high standard and to defined timescales as required by members of the College.</li> </ul>

Accountability	Key activities
	<ul style="list-style-type: none"> <li>• Take responsibility for own professional development by active participation in one-to-one meetings, personal development reviews and keeping abreast of sector developments and initiatives</li> <li>• Learn and comply with relevant College, regulations, legislation, ethical requirements and undertake all aspects of work accordingly</li> <li>• Source, write and disseminate positive stories about the College, its staff and students, to help build pride amongst the student body.</li> <li>• Work with internal stakeholders as well as external suppliers for the production of relevant communication materials e.g. brochures, signage, newsletters, web pages, etc.</li> <li>• Analyse and report on effectiveness of communications and channels through regular use of metrics.</li> </ul>
Reporting	<ul style="list-style-type: none"> <li>• To provide relevant reports as requested by the relevant management and stakeholders</li> <li>• To be part of the statistical and Management Information reporting and design for the team</li> </ul>
Stakeholder Engagement	<ul style="list-style-type: none"> <li>• Build and sustain strong relationships with all key internal and external stakeholders.</li> <li>• Clearly communicate information and advice to students and stakeholders in accessible ways.</li> <li>• Produce communications in partnership with GSM London's Students Union and other relevant stakeholders.</li> <li>• Where required manage and communicate with College Executive Group and Senior Leadership Team</li> <li>• Understand key stakeholder roles and requirements</li> </ul>
Health and Safety	<ul style="list-style-type: none"> <li>• Hold personal accountability in avoiding action that could threaten the health or safety of yourself, other employees, students or members of the public.</li> </ul>
GSM London good citizenship	<ul style="list-style-type: none"> <li>• Hold personal accountability to ensure a continual focus on enhancing the student experience through actions, words and behaviour. Our students are the most important members of our institution and must be treated as such.</li> </ul>

### Knowledge, skills and experience requirements:

#### Essential:

- Good first degree or equivalent. This would include substantial work experience acquired through a combination of job-related or vocational training and considerable on-the-job knowledge that demonstrates development through involvement in progressively more demanding work or roles
- Knowledgeable on the policies and procedures relevant to good practice within the HE sector.
- An understanding of the impact of Higher Education on inclusion, social mobility and change
- Experience of working in a team.
- Able to liaise and build effective relations with internal and external representatives of other disciplines or agencies.
- The ability to work with tact and diplomacy with people at all levels in the organisation.
- Understanding of confidentiality and data protection.
- Able to maintain a safe working environment by attending training as necessary and to carry out responsibilities with due regard to the college Equal Opportunities and Health and Safety Policies.
- Excellent interpersonal skills.
- Demonstrated ability to be well planned and organised in a busy and rapidly changing working environment.
- Excellent communication skills, both verbal and written.
- Experience of creating, developing and maintaining office and administrative systems and working well within service frameworks
- Excellent IT skills, including Word, Excel, PowerPoint and Outlook

- Accuracy and attention to detail with a methodical approach to work and the ability to work as part of a team in a busy and demanding environment
- Have an enthusiastic, flexible, adaptable approach and the ability to work without close supervision
- Excellent organisational and administrative skills, and excellent attention to detail
- Able to operate a broad range of computer packages, including competent use of Microsoft Office

Desirable:

- Previous experience of working within Higher Education in a communication capacity
- Working knowledge of external support available to students
- Knowledge of power-point and experience in delivering presentations

**Key behaviours:**

- Customer focus
- Results Orientation
- Attention to detail
- Planning and Organising
- Influencing and Negotiating
- Initiative
- Team Orientation
- Stakeholder management
- Computer literacy
- Financial literacy and numeracy
- Literacy and Numeracy