

London Universities Purchasing Consortium

Senior Communications Officer

Candidate Information Pack



LONDON UNIVERSITIES PURCHASING CONSORTIUM

A. Job Title Senior Communications Officer

B. Job Summary

The senior communications officer will play a key role in driving awareness and understanding of the consortium, its agreements and activities with members, suppliers and wider sector stakeholders.

Working closely with the head of membership and marketing this is an important post in developing LUPC's communications capacity and meeting its communications objectives through the delivery of strategy and operational plans.

C. Job Content

1. Communications

- Support the head of membership and marketing with the development and delivery of marketing and communication campaigns that support strategic goals.
- Write high quality, compelling copy for member email communications, the LUPC website, fortnightly ebulletin, quarterly magazine, social media and press releases.
- Write, edit and proofread materials to ensure consistency and compliance with LUPC's brand, values, key messages and style guidelines.
- Research and proactively find stories that will be of interest to our audiences.
- Maintain and develop databases to support good communication with members and other stakeholders.
- Maintain and commission communications materials including leaflets, brochures and banners.

2. Digital Marketing

- Ensure website content is up-to-date and support development of new content as required.
- Help maintain social media accounts.
- Monitor and evaluate the effectiveness of communications, activities and platforms (including the website and social media accounts), and make recommendations where applicable.

3. Events:

- Support the delivery of a series of events including webinars, conferences, workshops and framework launches.

4. Any other tasks as delegated by the head of membership and marketing from time to time, including (but not limited to):

- Deputise for head of membership and marketing when necessary, taking responsibility for the communications function in their absence.
 - Work collaboratively with other marketing and communications professionals on shared projects nationally.
-

E. Job Requirements

See Appendix: Person Specification.

F. Chain of Responsibility

1. Reports to: head of membership and marketing, LUPC
-

G. Dimensions

LUPC has 12 staff and an annual turnover of £1.3m. In 2018-19 annual spend by 85 members through its supply agreements was c£251m.

Signed:



Don Bowman, Director

Person Specification

The Person Specification for this role is set out in the Appendix.

Nature of Appointment

This position is a six month fixed term contract of 21 hours a week, flexible working can be accommodated.

APPENDIX: PERSON SPECIFICATION

Applicants should note that they will need to demonstrate that they possess the qualities set out in the person specification with reference to the specific post. During the appointment process, you should specifically outline how your experience, professional background (including qualifications and/or membership of any relevant professional body) and current knowledge fit the requirements for the post.

| ATTRIBUTES | ESSENTIAL | DESIRABLE | HOW IDENTIFIED |
|-----------------------|--|---|--|
| EXPERIENCE | <ul style="list-style-type: none">• Minimum four years work experience in a communications role.• Strong copywriting, editing and proof-reading skills.• Excellent written and verbal skills with the ability to adapt and appeal to various audiences.• Experience of maintaining a website.• Experience of managing social media, including blogs and Twitter. | <ul style="list-style-type: none">• Experience of working in a membership organisation.• Experience of writing, building and sending e-newsletters using relevant campaign packages.• Experience of assisting with events.• Excellent Analytical skills. | Curriculum Vitae and selection process. |
| ATTRIBUTES | ESSENTIAL | DESIRABLE | HOW IDENTIFIED |
| QUALIFICATIONS | <ul style="list-style-type: none">• Educated to degree level or can demonstrate extensive experience in a similar role. | <ul style="list-style-type: none">• A recognised marketing or communications qualification would be desirable. (Candidates must demonstrate relevance to the specific job). | Curriculum Vitae plus certificate / document checks. |
| TRAINING | | <ul style="list-style-type: none">• Able to demonstrate recent and continuing professional and personal self-development. | Curriculum Vitae and selection process. |

| | | | |
|--|---|---|---|
| KNOWLEDGE | <ul style="list-style-type: none"> • Experience of CMS systems. • Knowledge of the following software applications: MS Office. • General IT skills, with the ability to produce professional resources and presentations. | <ul style="list-style-type: none"> • Understanding of higher education, not for profit or charity issues/agenda. • Knowledge of the following software applications: Adobe Indesign, Adobe PhotoShop. | Curriculum Vitae and selection process. |
| ATTRIBUTES | ESSENTIAL | DESIRABLE | HOW IDENTIFIED |
| CIRCUMSTANCES – PERSONAL | <ul style="list-style-type: none"> • Must be legally entitled to work in the UK. | | Curriculum Vitae and selection process. |
| DISPOSITION – ADJUSTMENT / ATTITUDE | <ul style="list-style-type: none"> • Ability to deal with people at all levels, with excellent communication and networking skills. • Self-sufficient, confident, enthusiastic, highly motivated, creative, with excellent planning and organisational skills. • Able to demonstrate sound judgment and confidentiality in working in a commercially sensitive environment, with a high degree of personal and professional probity and integrity. • Capacity to work under pressure, meet deadlines, prioritise and manage own workload, satisfy objectives and organisational priorities. • Ability to work as part of a small, highly-focused team, and willing to ‘pitch in’ when necessary. | | Assessment during selection process. |

| ATTRIBUTES | ESSENTIAL | DESIRABLE | HOW IDENTIFIED |
|--|--|-----------|--|
| PRACTICAL & INTELLECTUAL SKILLS | <ul style="list-style-type: none"> • Ability to see projects through all stages, from concept to final product. • A persuasive communicator with an ability to present ideas on a range of issues and excellent in both written and oral forms of communication. | | Curriculum Vitae Assessment during selection process. |
| PHYSICAL / SENSORY | <ul style="list-style-type: none"> • Must be able to perform all duties and tasks with reasonable adjustment, where appropriate. | | Discussion at interview. |