

JOB DESCRIPTION

JOB ROLE: Senior Communications Officer

JOB HOLDER: Tba

JOB PURPOSE: Be responsible for the coordination and provision of a range of MBA communication products with a focus on press releases and website development.

ACCOUNTABILITY: Reporting to Maya Plass, Head of Engagement

Essential experience/skills/qualifications:

- Degree level education in communications or a related field – alternatively a substantial experience in organisational communications
- A flexible, proactive approach, with a passion for delivering impactful and innovative communications
- Experience in communications, journalism, or copywriting, with the ability to write creatively and clearly
- Ability to translate complex scientific messages into clear and accessible copy for a range of audiences
- Proven experience in press platforms for monitoring, distribution, and evaluation of press releases (e.g. Agility PR)
- Line management experience
- A collaborative mindset, with strong interpersonal skills and the ability to work across departments demonstrating a strong track record of building and maintaining relationships
- Strong organisational and project management skills, with the ability to prioritise and handle competing deadlines
- A socially confident, outgoing, and engaging team player, able to motivate others and build strong relationships
- Proficiency with WordPress – including themes, plugins, databases, and experience with website optimization
- A creative approach to tackling challenges and finding innovative solutions

Desirable experience/skills/qualifications:

- Knowledge of SEO principles – to support website optimisation and performance
- Previous experience in graphic design or a related field (use of Canva, Adobe Pro)
- Strong understanding of visual storytelling and the ability to discern what looks visually appealing
- Experience using Email sending platforms such as Mailchimp

Key responsibilities and skills will be but not limited to:

- Prepare press releases and media resources
- Collaborate with journalists and media outlets, handling press enquiries and pitching stories to enhance the MBA's profile
- Making modifications and improvements to WordPress themes and website designs to enhance conversion rates, accessibility, and overall user experience
- Creation and design of new or existing webpages tailored to the MBA standards, brand guidelines and department needs
- Ensure MBA communications content is engaging and consistent with brand identity and narrative
- Proactively seek opportunities to promote the organisation's content
- Support internal and external events and broadcast communications
- Evaluate and report on impact of communications through media monitoring and analytics
- Undertake any other tasks identified as being within the job holders capabilities