



JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Communications Lead (Halls)

Contract Length:

30th June 2024 – 20th June 2025

Benefits: Task Rate 1 Artstemps (inclusive of London Living Wage Allowance)

College/Service: Accommodation Services

Accountable to: Student Experience Team

Hours per week:

10-12 per week
(occasional evening
and weekend work,
hours may vary in
peak times)

Locations: UAL Various Sites

Purpose of Role:

The new Communications Lead role will form one member of our halls committee for the hall in which they live. The other committee members will be made up of an Event Lead and a Community Lead. **These positions are only eligible to people who will/want to live in UAL Halls of residence as of 2024/2025.** *The number of committee members may vary according to the size of the accommodation.*

You must be available to attend online training sessions for the role from July-August and to also be available the first week of September for in person training (you will receive free accommodation for this training week, and you will be paid also).

If you are offered this role after interview and accept the position, you are automatically guaranteed a place in UAL halls of residence 2024/2025. Although we will try to guarantee you your 1st choice of hall this might not always be possible.

The Communications Lead will be responsible for creating and delivering promotional and marketing campaigns around the halls for the weekly events that take place for the students. They will be expected to gain a strong understanding of their halls, in terms of who their events should be reaching out to. They will have support from the rest of the committee but will be primarily responsible for the communication and promotion of an event, including social media, Halls Life website, Eventbrite and physical marketing (posters and A boards). Photography of events as they take place play a crucial part in ensuring attendee numbers for your events remain consistent. Your role will have strong influence on the messaging and branding of your events, ensuring this is UAL compliant and accessible.

There may also be times within your role where your skills of promotion/marketing can be utilised by the Student Experience team at events external to your hall, offering further work opportunity throughout the year.

This role will need to benchmark against industry standard initiatives and create and innovate these for the students at UAL. Working closely with the Marketing and communications Team, Student Experience Team, Diversity Officers, Residential Managers, alongside other key personnel within accommodation.

Duties and Responsibilities

- To be available from-July-August for online training and to be available for the first week of September for in person training
- To support in creating an accessible, fun and welcoming events schedule for all students living in your accommodation
- To create web content for hallslife.arts.ac.uk and Eventbrite to market internal hall events to students, with support from the Marketing and Student Experience Team
- To form strong relationships with students in your accommodation so you are able to spotlight and shout about all the amazing things students are doing on our UAL platforms (social media, canvas, Halls Life)
- Write and publish content according to our brand style and tone of voice
- Produce optimised imagery for relevant events using design software, such as Adobe or Canva
- Provide administrative support to the other committee members where needed, specifically

- Work closely with the Event Lead to ensure you have regular high engagement at your weekly events through messaging, promotion and exciting concepts.
- To produce social media content that is relevant and up to date with current trends at UAL and the wider world.
- To support students with concerns or issues they may experience within halls and create problem solving resolutions with key staff members to ensure students are supported.
- To ensure EDI and wellbeing events are delivered regularly within your events schedule. Working closely with the student Diversity Officers to ensure this is compliant with any marketing materials.
- To be a key driver in marketing and communicating wellbeing initiatives or campaigns delivered by the Student Experience Team ensuring these are promoted internally in the halls.
- To support and escalate issues students and committee members may face via the necessary channels.
- To be available to provide students with information on the local area and your expertise of studying at UAL at events and outside of events.
- To be flexible with your working hours
- To be available for shifts that may require your marketing expertise within the Student Experience Team
- To be flexible in supporting external events to halls with the Student Experience Team.
- To travel to various different colleges and halls of residence for meetings and events.
- To purchase and organise deliveries to your hall site with the Finance Lead for events– in line with financial procedures set by the Student Experience Team.
- To be the first point of contact for students at events, with a welcoming/friendly energy.
- To be able to form strong working relationships with residential managers, students, security and key staff members across our portfolio to best support event delivery.
- To form a strong relationship with students in halls of residence to ensure regular engagement weekly.
- To provide data and statistics on your events to the Student Experience Team for monthly reporting.
- To research and ensure we are benchmarking against industry standard wellbeing initiatives. Ensuring we create innovative and accessible events.
- To be an enthusiastic and passionate individual in the team.
- To be respectful to all students and staff members you encounter in the role
- To be able to problem solve effectively issues that arise with students or events.
- To be an excellent communicator via email and in person to ensure clarity and processes are followed correctly.
- To have an empathic and approachable personality.
- To ensure to deal with sensitive issues and topics with respect and confidentiality.
- To be a 'grafter' and work to the best of your ability at all times in a team environment.
- To be available for all training required for the role – virtual and in person.
- To be clearly identifiable to students and other staff whilst on duty wearing correct UAL lanyard, ID card, Uniform.
- Follow the hall site incident reporting procedure to report any accidents
- To report or escalate issues to the relevant management team
- To be responsible for answering event/emergency calls via phone system Aircall.
- To be responsible for answering queries via your own staff email / inbox monitoring.
- To attend regular meetings with Student Experience Team
- To understand that if performance or behavioural issues occur that these will be dealt with under the Tenancy Agreement/ Informal Disciplinary Procedure and Arts Temps Working Policy.
- To maintain the highest standards of confidentiality at all times within Accommodation Services and to deal with difficult situations in a sensitive manner, and ensure the University policies concerning Equal Opportunities are upheld within University accommodation.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University
- To undertake health and safety duties and responsibilities appropriate to the role
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations

Specific Management Responsibilities	
Budgets: None	
Staff: None	
Other: IT equipment	

PERSON SPECIFICATION	
Specialist Knowledge/Qualifications	<p>Educated to undergraduate degree level or equivalent working experience.</p> <p>High level of competency in Microsoft Word, Excel and Outlook and use of the web/internet.</p> <p>Has knowledge of higher education establishments and summer schools or short courses.</p>
Relevant Experience	<p>Experience of working with students or young people.</p> <p>Interest in the art/design/fashion is desirable.</p>
Communication Skills	<p>Communicates effectively orally, in writing and/or using visual media.</p> <p>Be able to communicate effectively with people for whom English may not be a first language.</p> <p>Be skilled with various social media platforms and how they operate.</p> <p>Be well versed in key trends that are appealing to students to help promote engagement.</p> <p>Interest in photography is welcomed.</p>
Planning and Managing Resources	<p>Plans, prioritises and organises work to achieve objectives on time</p>
Teamwork	<p>Works collaboratively in a team or with different professional groups.</p> <p>Contributes to the work of the team, providing support, assistance and cover where needed with a 'can-do' approach.</p>
Creativity, Innovation and Problem Solving	<p>Uses initiative or creativity to resolve day-to-day-problems.</p> <p>Distinguishes between the need to make a decision and when to defer to others.</p> <p>Establishes basic facts by carrying out appropriate enquiries, identifying and using a range of sources.</p>