

# Communications and Engagement Officer

## Role Profile

**Salary:** Band 2

**Working Hours:** Full Time

**Contract:** Permanent

**Reporting to:** Communications and Engagement Manager

**Direct reports:** N/A

### Overall purpose/accountabilities:

The role focuses on creating content for the University of Sunderland in London's (UoSIL) internal and external communications channels, enhancing the university's external engagement activities, and developing the university's alumni network.

The role also supports the Communications and Engagement Manager with the delivery of internal and external events, university-wide projects, and contribute to strategic communications, marketing, and student recruitment objectives.

Always deliver and champion excellent customer service to all stakeholders.

### Main Duties

Gather, create, and plan content and updates for distribution via UoSIL's internal and external communications channels - including SharePoint, website , and social media channels.

Maintain content on UoSIL's SharePoint site and coordinate with colleagues across UoSIL on a project to fully update and reorganise the site.

Support the development and operation of a formalised UoSIL alumni network - proactively develop collaboration opportunities, drive engagement, and deliver activities.

Research and assist the Communications and Engagement Manager with the development of external collaboration opportunities - particularly with local businesses, civic organisations, and media organisations.

Support the delivery of engagement and marketing activities, that seek to enhance the UoSIL's external relationships and profile.

Liaise with colleagues, students, the Students' Union, and external partners on the effective organisation, promotion, and delivery of internal and external corporate events.

Collaborate regularly with the Communications team at the Sunderland campus on joint projects and initiatives, and to ensure consistency of output and share learnings.

Support the Communications and Engagement Manager with the corporate part of graduation ceremonies and the organisation and delivery of honorary awards.

Complete administrative tasks to support the delivery of the communications and engagement strategy.

Contribute to the development and delivery of departmental marketing and student recruitment objectives on a yearly basis.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

Commit to the effective delivery of an excellent student experience to all learners and champion excellent customer service to all stakeholders at all times.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

**Special factors:** A flexible approach to work is required with some evening and weekend working required on occasion. The post may involve some UK travel and annual leave may be restricted at certain times of the year to accommodate business needs.

## Person Specification

<b>Essential</b>	<b>Qualifications</b>
	Educated to A Level or equivalent.
	<b>Experience</b>  Internal and/or external communications experience in a professional environment, with an understanding of key concepts and approaches.  Experience of content gathering with creative, engaging, and appropriate presentation styles and formats.  Engagement with internal and/ or external stakeholders, with examples of relationship management with successful outcomes.  Experience of handling multiple projects simultaneously and successfully managing varied and dynamic workloads.  Experience of using reports, analytics, and feedback to improve levels of engagement and refine approaches.  Experience of organising and delivering corporate events that align with organisational strategies.

	<p><b>Skills &amp; Attributes</b></p> <p>High level of written English - with attention to detail and a focus on clarity and brevity.</p> <p>Ability to collaborate with colleagues across departments and with external stakeholders and suppliers, including those based in other geographic locations.</p> <p>Creative and innovative in developing engaging content ideas, with an eye for storytelling.</p> <p>Proactive in gathering content, developing internal relationships, and seeking external engagement opportunities.</p> <p>Good organisational skills, with the ability to work independently and use own initiative to problem-solve.</p> <p>Strong interpersonal skills and the ability to deliver excellent customer service at all times.</p> <p>Ability to maintain a positive attitude while working closely with team members in a fast-paced environment.</p>
<b>Desirable</b>	<p>Professional experience in the higher education sector</p> <p>Experience in alumni relations or associated activities.</p> <p>Experience managing and updating content using a Content Management System (CMS)</p> <p>Experience using Customer Relationship Management (CRM) systems.</p>

**CREATED DATE: 12 January 2026**