

**THE UNIVERSITY OF MANCHESTER**  
**PARTICULARS OF APPOINTMENT**  
**FACULTY OF HUMANITIES**  
**SCHOOL OF ENVIRONMENT, EDUCATION & DEVELOPMENT**  
**DIVISION OF SEED ADMINISTRATION**  
**SENIOR COMMUNICATIONS AND ENGAGEMENT OFFICER**  
**VACANCY REF: HUM-028958**

**Salary:** Grade 6 £37,174 to £45,413 per annum, depending on relevant experience

**Hours:** Full time (1 FTE)

**Duration:** Fixed term for 12 months

**Location:** Oxford Road, Manchester

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**Enquiries about the vacancy, shortlisting and interviews:**

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**Overall purpose of the job**

The Senior Communications and Engagement Officer will work collaboratively across the Humanities to ensure the delivery of internal and external communications campaigns which support strategic objectives and outcomes.

You will be embedded within the School of Education, Environment and Development with a strong professional line into the Faculty Communications and Marketing Team. You will develop a trusted partnership between the Faculty Team and the School Operations team - sharing best practice and ensuring optimised channels of communication through strong collaboration and co-ordination.

You will provide expert advice, challenge and support to the teams that you work with so that communication is at the heart of planning and decision making. This includes cost-effective tactical communications delivery to help achieve strategic goals and develop the organisation's reputation and relationships.

You will be responsible for the delivery of all internal School communications with the aim of delivering effective and timely information on all school matters. You will also play a key role in developing, delivering and monitoring external communication campaigns for all School

Departments with the aim of enhancing visibility and reputation in an increasingly competitive higher education environment.

### **Key responsibilities and duties**

- To contribute to the development, implementation, evaluation and monitoring of the School's strategy, policies and procedures
- To provide advice and guidance on key issues concerning communication activities and other relevant strategies to the successful operation of the School
- Working closely with the Head of School, Director of School Operations, School Operations Manager and Faculty Head of Communications and Marketing you will plan and deliver appropriate communications to enhance and maintain the reputation of the School and the wider Faculty of Humanities
- To develop and deliver communication plans and campaigns with clear objectives, targets and Key Performance Indicators which are designed to:
  - Build external profile and reputation
  - Enhance staff engagement and experience
- Actively build and maintain a network of colleagues and contacts to progress objectives and shared interests across the School and Faculty
- You will coordinate communications activity across the School and Faculty by working closely and building constructive relationships with relevant colleagues. Recognising when you need to bring in the skills of functional specialities available through the wider communications team to achieve specified objectives
- You will work alongside the Faculty Communications and Marketing Team and the and Division of Communications and Marketing to:
  - Develop relevant and engaging content for internal and external audiences
  - Establish and monitor key performance indicators for specific campaigns and objectives, providing reports on effective to key stakeholders
  - Build and maintain effective relationships with key media, industry and academic contacts to support the promotion of priority areas
- Work with University teams to ensure an integrated and single-team approach to communications, marketing and engagement activity in support of School and Faculty priorities
- Ensure effective use of communications tools and approaches to proactively shape and manage internal and external audiences
- Be part of professional communications network

### **General**

- Have an understanding of and commitment to promote the University's policies and procedures to support and promote Equality & Diversity
- To maintain confidentiality of information in line with data protection requirements and University policy

- To comply with Health and Safety requirements, including having an awareness of personal responsibilities to maintain a safe working environment
- To contribute to the University's agenda for social responsibility, including sustainability.

### **Essential knowledge, skills and experience**

- Have a degree, appropriate professional qualification or experience in public relations, journalism or marketing
- A proven track record of communications and campaign management, including using evidence and insight to identify target audiences and partners
- Have an understanding of different internal audiences, and experience of advising on the appropriate use of different channels with an emphasis on two way and face to face communication channels where possible to build employee engagement
- Detailed knowledge of a wide range of communications, marketing and engagement tools and media
- Ability to plan, prioritise and review performance
- Experience of embedding evaluation and tracking into communication plans
- Ability to influence others, set and review priorities, make decisions and take responsibility
- Experience of stakeholder management which is supported with strong influencing skills and access to influential and informative professional networks
- Possess good project management skills and the ability to work as part of a virtual team
- Possess strong problem solving skills and the ability to evaluate alternative courses of action and formulate recommendations
- Ability to think creatively about opportunities to work together, building rapport and deliver results across team and organisational boundaries
- Focused on outcomes and self-motivated
- Identify and deliver best practice
- Excellent communication skills including strong report writing and presentation
- Ability to persuade and negotiate at all levels

### **Desirable knowledge, skills and experience**

- Experience of working in similar roles in Higher Education would be valuable

### **The School of Environment, Education and Development**

SEED ([www.seed.manchester.ac.uk](http://www.seed.manchester.ac.uk)) represents one of the most innovative academic structures of The University of Manchester. It forges an interdisciplinary partnership combining Geography, Planning, Property and Environmental Management, the Manchester School of Architecture, the Manchester Institute of Education, and the Global Development Institute (GDI), thus uniting research into social and environmental dimensions of human activity. The School has 330 academic and research staff, approximately 70 Professional Services staff, a little over 1000

undergraduate and almost 2,800 postgraduate students from over 85 countries [of whom approximately 250 are research students].

### **Faculty of Humanities**

The Faculty of Humanities (<http://www.humanities.manchester.ac.uk/>) is made up of four Schools: Environment, Education and Development; Social Sciences; Arts, Language and Cultures; and the Alliance Manchester Business School. It has 35 subject areas, a total income over £230m per annum, over 19,000 students and some 1200 academic and 600 professional support staff.

### **The University**

The University of Manchester, formed in 2004 by bringing together The Victoria University of Manchester and UMIST, is Britain's first chartered university of the 21st century. The new institution is the largest single-site higher education institution in the country, offering students a greater choice of degree programmes and options, and even better facilities and support services. Our purpose is to advance education, knowledge and wisdom for the good of society. Our vision is to be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment. You can read more here: [Our future: vision and strategic plan | The University of Manchester](#).

Manchester offers extensive provision for research. Library facilities include the John Rylands University Library and the Manchester Central Reference Library. The John Rylands library is the largest non-legal-deposit academic library in the United Kingdom, providing services and resources to students, researchers and academic staff as well as members of the public, schools and commercial companies. It holds the widest range of electronic resources of any UK Higher Education library. For further detail: [The University of Manchester Library \(The University of Manchester Library\)](#).

The University of Manchester is a member of the Russell Group of research-intensive universities and is consistently placed highly in both national and international surveys of university education.

The University of Manchester's position as a research powerhouse was confirmed in the 2021 Research Excellence Framework (REF). We retained fifth place for research power. Overall, 93% of the University's research activity was assessed as 'world-leading' (4\*) or 'internationally excellent' (3\*). The evaluation encompasses the quality of research impact (96% 3\* or 4\*), the research environment (99% 3\* or 4\*), research publications and other outputs (90% were 3\* or 4\*). We ranked in 10th place in terms of grade point average, an improvement from 19th in the previous exercise, REF 2014. The Times Higher Education places us even higher at eighth on GPA (up from 17th place), as their analysis excludes specialist HE institutions. This result was built upon a significant increase in research assessed as 'world leading' (4\*) between REF 2014 and REF 2021.

The University of Manchester is top in both the UK and Europe, and second in the world for meaningful contributions towards the United Nations' Sustainable Development Goals (UN SDGs) in the [2024 Times Higher Education \(THE\) University Impact Rankings](#). With a unique commitment to [achieving the UN Sustainable Development Goals](#), the University is the only institution in the world to rank in the top ten for social and environmental impact in every year of the Times Higher Education Impact Rankings.

The University of Manchester has reaffirmed its status as a global leader in sustainability by retaining its position in the top 10 worldwide in the 2025 QS World University Sustainability Rankings. The University ranks 9th out of 1,751 institutions, placing it within the top 1% of universities globally. This achievement builds on Manchester's reputation as the only university in the world to feature in the top 10 in both the QS Sustainability Rankings and the 2024 Times Higher Education Impact Rankings, which measure progress towards the vitally important UN Sustainable Development Goals (SDGs).

At the QS EduData Summit in June 2024, the University of Manchester was awarded the title of 'Sustainability Champion' in celebration of our standout achievements within the area of environmental, social and governance (ESG) performance. Institutions receiving the award scored in the top 10 for the QS Sustainability Indicator by displaying proven leadership in tackling climate change and embedding sustainability.

The University of Manchester is named as the world's 34th best University in the [QS World University Rankings](#) and has been placed among the top 25 worldwide in seven subject areas in the latest Shanghai Academic Ranking of World Universities (ARWU) subjects rankings, is ranked first in the UK for three subjects and has moved up in 21 subjects thanks to our research excellence and impact.

According to the QS World University Rankings: Europe the University of Manchester is one of the top universities in Europe, placed seventh in Europe and sixth in the United Kingdom.

The Times Higher Education (THE) World University Rankings for 2025 position the University 53rd. Our commitment to academic excellence in research and teaching across all subject areas has been recognised in the Times Higher Education (THE) World University Rankings by Subject (WURS) for 2025. The University ranks in the [top 50 globally for five subject areas](#): Social Sciences, Business Economics, Engineering, Arts and Humanities and Medical and Health, with the strongest performance in Business Economics (32nd) and Social Sciences (37th). The University also featured in the top 100 worldwide for all 11 subject areas which are assessed, an achievement only shared by 7 other UK institutions.

Our University has achieved Gold and Silver ratings in the Teaching Excellence Framework (TEF) 2023. This result acknowledges successes across teaching quality, flexible learning, teaching and learning resources, and the efforts of staff who support our students to complete their awards and prepare for fantastic careers nationally and across the globe.

[QS](#) has previously ranked the University 42nd in the world for graduate employability. In the UK, we are the most targeted university by the nation's top graduate employers ([The Graduate Market, 2023](#)).

General university information can be found on our website: [www.manchester.ac.uk](http://www.manchester.ac.uk).

### **The City and the Region**

Manchester is one of the great European cities and the University's main campus is within walking distance of the city centre. The city's architecture represents one of the high points of Victorian achievement. The modern city is a major centre of banking, commerce and technology and manufacturing, and hosts MediaCity UK, the country's most significant centre for creative and digital businesses. Manchester has a highly cosmopolitan atmosphere and its cultural life is

internationally renowned. Within a fifteen minute walk of the campus there are three outstanding professional theatre companies, the halls of the Hallé and BBC Philharmonic orchestras, the HOME arts centre and other cinemas, and Europe's fastest-growing Chinatown. Amongst developments enriching the area's cultural life have been: the opening of the Lowry Centre at Salford Quays; the Bridgewater Concert Hall; Urbis in the centre of Manchester and the Imperial War Museum North, designed by Daniel Libeskind, in Trafford; and also the refurbishment of the City Art Gallery.

Manchester is renowned internationally for sport: it is a venue for Test cricket and the home of Manchester City FC and nearby Manchester United. There is an abundance of new sports facilities; the University is a stakeholder in the Commonwealth Pool – now known as the Manchester Aquatics Centre – which offers on campus, world-class swimming facilities. Housing is varied, plentiful and, by English standards, moderately priced. Schooling ranges from good quality state schools to excellent sixth-form colleges.

Manchester is well served by a major international airport, with direct scheduled flights to many destinations in Europe as well as North America and Asia. Manchester Piccadilly railway station has been refurbished and is served by inter-city and other train services – with a direct link to Manchester Airport. The expanding network of Metrolink tram services offers an alternative mode of public transport to access the city. Some of the most beautiful countryside in Europe is just over a thirty minute drive from the University, in the Peak District National Park, while the Lake District and Snowdonia are also within easy reach.

### **Environmental Sustainability**

SEED is committed to environmental sustainability and encourages all colleagues to sign up to the [10,000 Actions](#) programme available to all staff. Along with the [sustainability seminar series](#), this provides an introduction to sustainability issues and highlights a large variety of opportunities for sustainable actions that can be embedded within our work.

### **Equality and Diversity**

We have a genuine commitment to equality of opportunity for our staff and students. One of our guiding principles and values, as set out in [Manchester 2020: The University of Manchester's Strategic Plan](#), affirms our commitment to being: "an accessible organisation, committed to advancing [equality and diversity](#)". Championing equality and diversity in all our activities, including staff employment and advancement, also forms part of our commitment to our strategic Goal Three: social responsibility.

Amongst many [awards](#), the University was awarded an Athena SWAN Silver Award in early 2024 and was one of the first UK universities to be awarded a Race Equality Charter Mark. The School of Environment, Education and Development (SEED) was awarded Athena SWAN Silver status in December 2023. Our University has been rated 7th out of 246 employers in the country in the latest Stonewall Top 100 Employers list, which is compiled from the Workplace Equality Index – the UK's leading benchmarking tool for LGBT+ inclusion in the workplace. We have been awarded the Two Ticks symbol by Jobcentre Plus, we are one of 13 UK universities to be awarded Disability Confident Leader status, and we are only the sixth university worldwide to be accredited by the United Nations Environmental programme.

Ensuring that our School is inclusive as possible is a fundamental part of what we do in SEED. This effort is led by our Director for Equality, Diversity and Inclusion (EDI).

We welcome applications from people of all backgrounds – people of all ages, sexual orientations, genders, ethnicities, nationalities, religions, and beliefs. However, we particularly encourage applications from staff who identify as women, colleagues with disabilities, and individuals from minority ethnic groups, because these groups are currently underrepresented in Higher Education.

**Equality, Diversity, and Inclusion Statement**

Ensuring that our School is inclusive as possible is a fundamental part of what we do in SEED. We aim to redress staffing imbalances and inequalities. We promote equality and actively challenge unfair discrimination. We welcome applications from people of all backgrounds – people of all ages, sexual orientations, genders, ethnicities, nationalities, religions, and beliefs. However, we particularly encourage applications from women, disabled colleagues, and individuals from racially minoritised groups, because these groups are currently underrepresented at more senior levels in Higher Education.