



Digital Communications Officer

| | | | |
|--------------------------|---|--------------------|---------------------------------------|
| Department | IS Business Systems (www.strath.ac.uk/professionalservices/information/services/) | | |
| Directorate | Information Services (www.strath.ac.uk/is/) | | |
| Staff Category | Administrative and Professional | Reference No | 676230 |
| Reports To | Collaboration Services Manager | Grade | 6 |
| Salary Range | £32,296-£35,880 | Contract Type | Open Contract |
| FTE | 1 (35 hours/week) | Closing Date | 13/01/2025 |
| Working Arrangements | Hybrid. The standard requirement across the University is that at least three days per week (based on IFTE) will be spent working on-site (with flexibility as appropriate). | On Site Facilities | Car parking, sports centre, catering. |
| Holidays | 31 days + 11 statutory days Option to purchase additional holidays. | | |
| Pensions | Contributory pension scheme available to all staff including generous employer contribution. | | |
| Training | Professional Development with Organisational and Staff Development Unit (OSDU) plus external training if required. | | |
| Family Friendly Benefits | Generous parental leave provision, on-campus nursery and options for flexible working. | | |
| Health and Wellbeing | University Sport centre, Occupational Health service, access to health and wellbeing events, cycle to work scheme, Employee Assistance Programme, agile working and established carers support network and carer friendly policies. | | |

Job Advert

The University of Strathclyde is a leading international technological university, with a worldwide student population, and it is committed to providing a first-class experience to its students. Our students expect to be able to use their own devices, and to have a consistent user experience and seamless user journey. It is now accepted that most students will have a smart phone when they join the University, making the continued provision of a comprehensive and accessible app development service essential to ensuring students can make the most of their time at Strathclyde.

An exciting opportunity has arisen for an experienced **Digital Communications Officer** to lead the digital communications work of the Collaboration Services (CS) team, including the Mobile App Development Service, responsible for StrathApp, the University's corporate App for students and staff.

We are seeking to appoint a candidate with a proven track record in **digital communications**, with skillsets in the following areas:

- Development of high-quality mixed-mode digital content that is innovative and engaging for a student audience.
- Management of StrathApp digital communication channels e.g., PUSH notifications, promotions, stories
- Stakeholder engagement and onboarding for the continuous improvement and innovation of digital communications for large-scale IT systems, including the Mobile App Development Service and its ecosystem of apps.

- Elicitation of requirements through stakeholder engagement activities to ensure powerful customer voice in technical documentation for developers. Experience of Agile development methods would be highly advantageous.
- Marketing and events management, including agile planning groups and student co-creation teaching activities.

As the team's Digital Communication Officer, you will have a proven track record of working efficiently and effectively, as part of a multi-disciplinary team, to identify gaps and enhance services for IT systems users.

You will assess and interpret patterns of user communication and engagement to highlight opportunities for enhancement of IT services and systems. You will ensure the smooth running of communications for the Mobile App Development Service, by managing all StrathApp content and communication requests from university stakeholders. You will demonstrate a broad range of digital marketing and communications skills and have specialist understanding of student user journeys, Voice of the Customer, and Agile project management techniques. This role would suit an applicant with experience of the Scrum Master role.

The Role:

- **As Digital Communications Officer for the Mobile App Development Service:** successfully manage, support, and enhance both StrathApp and wider digital communications channels for the Collaboration Services team. A key first task will be the creation of a digital community for the growing eco system of apps within the University (e.g., Strath Union, StrathReps, catering, Strath Sport, etc.).
- As the CS team's **Digital Communications** specialist, advise on improvements to digital services, IT systems and related business processes.
- **Supervise student placement/project assistants**, playing a key role in Student Co-creation activities.
- Be the institution's leading **champion for App Digital Communications** working alongside colleagues in ISD, Student Experience, Marketing & Development Services, Education Enhancement, and Strath Union to define and implement a Student Digital Communications Strategy
- With the team, ensure **compliance** with university policy and wider legislation on Branding, University Values, the commercial app stores (Google, Apple), Digital Accessibility, Privacy & Electronic Communication Regulations (PECR) and General Data Protection Regs (GDPR).

Benefits

- In return, you will receive 'on-the-job' training, a generous holiday package and be eligible to subscribe to a variety of schemes associated with being an employee of the University including generous employer contributions to your pension; a world-class Sport Centre; family friendly policies; and various additional incentives including a Cycle Scheme. The University also has on-site childcare and parking for which you can apply.
- The post is offered on a full-time basis (35 hours a week). Hours are likely to be worked on a flexible basis, usually with a combination of home and campus working, in line with the University's Agile Working Policy. All successful candidates must be willing to be located in the UK.
- Enquiries about the post can be made to Donna.Brawley@strath.ac.uk or by telephone to 0141 548 4175.
- For further details and to apply online visit vacancies at University of Strathclyde. Closing date: Monday 16 December 2024. Interviews will be held early January 2025

Job Description

Brief Outline of Job:

As an enthusiastic and innovative Digital Communications specialist, you will work with the CS team to aid the development and enhancement of IT services used by our university students and staff.

As part of this highly skilled team, you will play a key role in revolutionising digital communication services for students, onboarding stakeholders and fostering the development of digital skills and digital community in the University.

You will work alongside talented development staff across Business Systems, playing a lead role in a cross-disciplinary team and acting as Digital Communications specialist on strategic and tactical projects as required.

You will also work in partnership with the ISD Communications Officer, Media & Development Services, Corporate Web & PEGASUS Team, Student Experience, Education Enhancement, and our Strategic Alliance partner, Strath Union, to ensure alignment with wider strategies.

You will use your excellent interpersonal and communication skills to build positive working relationships with a wide range of stakeholders and, elicit an in-depth understanding of their requirements. Experience of Agile development/ iterative systems release is essential. You will also support the CS team and ISD Communications Officer with arranging and delivering training and teaching, IT staff onboarding activities and ISD events management (both face to face and online). In addition, you will

provide operational support for projects and recruitment of student placements. The post reports to the Collaboration Services Manager, within IT services.

Main Activities/Responsibilities:

| | |
|-----|---|
| 1. | Manage, support and continually enhance digital communications channels for the CS Team, creating a digital community for both StrathApp and the growing eco system of apps within the University (e.g. Strath Union, StrathReps, catering, sports centre etc.). |
| 2. | Research, develop, collate and schedule digital content for StrathApp (including promoted items, digital stories, PUSH notifications, events and social media), sourcing appropriate content by liaising with stakeholders and preparing communications as required. Maintain associated Fresh, JIRA, SharePoint sites, web pages, and service catalogues. |
| 3. | Work efficiently and effectively as a digital communications specialist in the CS team to ensure student voice and digital innovation remains at the heart of all technical development, maintaining awareness of timescales & prioritising own tasks accordingly |
| 4. | Support the CS team to provide collaboration activities throughout the App V4 adoption period. Meeting appropriate staff to determine innovations to existing services and capturing requirements to enhance communications, training, and marketing materials. Support the CS team with agile planning groups and workshop/scrum activities. |
| 5. | As a key member of the CS team work with colleagues in ISD, Student Experience, Marketing & Development Services, Education Enhancement, and our Strategic Alliance partner Strath Union to define and implement a student Digital Communications Strategy for the BAU Mobile Development Service. |
| 6. | Apply business and project management models/methodologies – including acting as a Scrum Master - to analyse requirements and on-board stakeholders for large scale IT systems. |
| 7. | Apply the Mobile App Service Digital Communications Strategy to help facilitate greater opportunities for students to connect and to enhance Digital Community building within the University |
| 8. | Supervise student project assistants and work in partnership with the CIS department to support digital skills development through student placements and student co-creation development activities |
| 9. | Be the first point of contact for digital content requests and communications related to StrathApp, advising and supporting stakeholders from across the University and Strath Union on appropriate content quality and timing based on an excellent working knowledge of the University's student journey. Includes managing CS team mailboxes/Fresh tickets, and maintaining, documenting and communicating new business processes. |
| 10. | Working in partnership with the ISD Communications Officer, providing digital marketing and communications support to Collaboration Services, Business Systems and ISD Directorate, including preparation of reports for senior management and representing the team at external events. |
| 11. | Produce written documentation in a concise and engaging way and organise and actively participate in face to face and online stakeholder workshops, strategic project board meetings and external conferences/events. |
| 12. | To comply with departmental data protection and cyber security standards including undertaking any specific training and self-assessments. |
| 13. | To undertake duties in line with departmental safety, health and wellbeing arrangements and to attend appropriate safety, health and wellbeing training associated with your respective area of work activity |

Person Specification

Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1 Educated to HNC/D level (preferably in Marketing, Digital or IT/numerate discipline) or equivalent work experience

Experience

E2 Proven experience of developing and delivering engaging mixed-mode digital content in a similar role e.g. Digital stories, How to Videos, Conference presentations

E3 Experience of digital content creation applications and tools e.g. Adobe Creative Suite, Figma and Vimeo

E4 Experience of IT systems, support and associated technical applications e.g. Fresh Service, JIRA, Confluence, SharePoint, web content management, and service catalogues

- E5 Knowledge of digital communication trends and technologies, HE best practices, and regulations related to student community, digital support and development of innovative services
- E6 Experience of stakeholder requirements gathering to inform development for a variety of mobile devices and operating systems, e.g., Apple and Android
- D1 Experience of creating and sending PUSH notifications using Firebase Cloud Messaging or similar
- E7 Knowledge of student user journeys for different levels and modes of HE study (UG/PG/PhD), and an understanding of the needs of different student cohorts (part-time, international applicants, disabled and neuro diverse students) in an Higher Education setting
- D2 Experience of Agile development and iterative systems release approaches and protocols. E.g. Scrum, MoSCoW, Minimum Viable Product (MVP), Technical Debt
- D3 Supervisory skills including scheduling, monitoring and reviewing work of others.
- D4 Experience of analysing patterns in data to gain insight into user journeys and engagement. Experience of Google Analytics would be a distinct advantage

Job Related Skills and Achievements

- E8 Proven experience of working with diverse stakeholder groups and balancing expectations
- E9 Experience working with Higher Education stakeholder groups, including extensive engagement with student user groups and external bodies, Times Higher, UCISA, etc
- E10 Experience of producing and delivering high quality documentation for project reporting and training events
- E11 Knowledge of diversity, inclusion and ethical content creation
- D5 Experience of working in an Agile development team in a Scrum Master role

Personal Attributes

- E12 Ability to work collaboratively with others, sharing knowledge and expertise and demonstrating understanding of working with diverse groups and individuals towards improving mutual understanding and enhancing belonging.
- E13 Excellent interpersonal skills with a particular aptitude for building relationships with stakeholders, both technical and non-technical, and ability to influence others to achieve appropriate outcomes.
- E14 Excellent communication skills, with the ability to present complex information in an accessible way to a range of audiences
- E15 Organised with the ability to work autonomously, ensuring issues and progress reported regularly
- E16 Empathy and awareness of social and cultural issues, as well as relevant laws, regulations, and standards to ensure communications are inclusive, ethical and University Values driven
- E17 Ability to self-manage while asking for help and support as required

Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforum>).

Informal enquiries about the post can be directed to Donna Brawley, Collaboration Services Manager (01415484175).

Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found [here](#).

Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from [Payroll and Pensions](#).

Interviews

Formal interviews for this post will be held on 23/01/2025.

Equality and Diversity

The University of Strathclyde is a socially progressive institution that strives to ensure equality of opportunity and celebrates the diversity of its student and staff community. Strathclyde is people-oriented and collaborative, offering a supportive and flexible working culture with a deep commitment to our equality, diversity and inclusion charters, initiatives, groups and networks.

We strongly encourage applications from Black, Asian and minority ethnicity, women, LGBT+, and disabled candidates and candidates from lower socio-economic groups and care-experienced backgrounds.

University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. [Our Values](#) have been derived from how we act and how we expect to be treated as part of Strathclyde.



Conditions of Employment

Administrative and Professional Services Staff Grades 6 and above



1. GENERAL CONDITIONS

Members of staff are subject to the Charter and Statutes and the Ordinances and Regulations of the University, published in the Calendar, and to any amendments or additions thereto approved by the University Court and, in the case of the Charter and Statutes, the Privy Council. Staff are also expected to familiarise themselves with, and adhere to, general University policies and procedures, as published on University web pages.

The University Court recognises Strathclyde University and College Union (SUCU) as the sole body with which it will negotiate and consult on all collective issues concerned with the terms and conditions of employment of Administrative and Professional Services staff in Grades 6 and above. Such terms and conditions may be varied by the University Court after negotiation and consultation with SUCU.

Each member of staff is responsible for the proper performance of allocated duties to the person or persons specified in the member of staff's letter of appointment and any accompanying papers.

The University is committed to ensuring that its business is conducted in an open and transparent manner and will take all appropriate steps to address risks of bribery or corruption. Members of staff are required at all times to act honestly and with integrity and to safeguard the resources for which they are responsible. The University has in place a robust Public Interest Disclosure (Whistleblowing) Policy to enable concerns to be brought to its attention. This is available at www.strath.ac.uk/publicinterestdisclosure. Other relevant policies, e.g. Fraud Prevention and Conflicts of Interests, can also be found on the University's website.

Any member of staff may at any time be exposed to commercially sensitive information, information related to potentially valuable intellectual property or information which may otherwise be of a confidential nature. This information, which could be found anywhere in the University, may be written or disclosed orally, can include information of a commercial or technical nature, and may be owned by the University or by third parties. The University requires all employees to keep any such information confidential in the first instance and not disclose, publish or otherwise disseminate it without prior consent of the University. Such confidentiality obligations are commonplace and in the commercial interests of the University. When in doubt advice should always be sought from Research and Knowledge Exchange Services prior to disclosure.

The University operates probationary periods for new staff, the duration of which will be specified in individual letters of appointment. The normal probation period for posts in this staff category is 9 months for those at grades 6 and 7, and 12 months for grades 8 and above. Further guidance on probationary procedures is published at www.strath.ac.uk/hr.

Further information on the terms and conditions specified in this document and other staffing policies and procedures can also be found at www.strath.ac.uk/hr.

2. SALARY

Appointments are made at an appropriate salary point on the University's grading structure, with initial placing determined according to qualifications and experience. Increments are paid to staff on 1 April each year, when the employee has a minimum of 6 full months of service at the appointed grade, allowing progression to the next point on the salary scale until the top guaranteed point of the scale is reached.

Arrangements in relation to overtime, additional hours, non-standards and on-call working are published at www.strath.ac.uk/staff/policies/hr

Salaries are paid directly to staff members nominated bank account, normally on the second last working day of the month.

3. HOURS OF WORK

The normal working week is 35 hours. Unless otherwise indicated in an individual's letter of appointment, the normal hours are 9.00am to 5.00pm Monday to Friday with a one hour lunch break. Certain members of staff may be required to work some hours outwith this normal pattern and this should be agreed locally.

Overtime rates do not apply to staff grades 6 and above. Where a Head of Department/School/equivalent requests additional work, above the standard working week to meet the particular requirements of the Department, equivalent time off in lieu may be granted by prior agreement.

4. HOLIDAYS

Annual leave entitlement is 31 days per year to be taken by agreement with the line manager. For staff members working on a part-time basis, holidays will be calculated on a pro-rata basis.

In addition to annual leave there is an entitlement to eleven public holidays per year which should be taken on days that the University is closed for this purpose. The University presently closes for four additional days over the Christmas and New Year period. **These additional days count against the annual leave entitlement.**

For staff members working on a part-time basis, public holiday entitlement will be calculated on a pro-rata basis.

Annual leave and public holiday entitlements should be taken in the leave year to which they relate. Up to five days leave can be carried forward into the new leave year subject to line management agreement. In exceptional circumstances, Heads of Department/School/equivalent may approve carry forward of accrued annual leave in excess of five days.

The University's expectation is that staff take all accrued holidays prior to their termination date. If staff have exceeded their entitlement the University will deduct an equivalent number of days pay from final salary payments.

5. SICKNESS ABSENCE

During any period of absence through illness or injury provided the appropriate notification and certification procedures have been followed the University will pay a member of staff (having taken account of the aggregate of all periods of absence due to illness during the twelve months immediately preceding the first day of the current absence) as follows:

| Period of Continuous Employment at start of absence from work | Full Pay | Half Pay |
|--|-----------------|-----------------|
| Less than 1 year | 1 month | 1 month |
| 1 year but less than 2 years | 2 months | 2 months |
| 2 years but less than 3 years | 4 months | 4 months |
| 3 years but less than 5 years | 5 months | 5 months |
| 5 years or more | 6 months | 6 months |

In order to manage the University's sick pay scheme the University requires to maintain sickness absence records on individual members of staff. When making payments after the expiry of statutory sick pay the University will deduct an amount equivalent to any benefit normally payable by the Department of Work and Pensions. For full details on the general University policy in this area please refer to the Sickness Absence Management Policy at www.strath.ac.uk/staff/policies/hr.

6. PENSIONS

If you are under age 75 at the date your appointment commences you will automatically become a member of the pension scheme operated by the University — the Universities Superannuation Scheme (USS). You will be admitted to the career revalued benefits scheme called the USS Retirement Income Builder; the contribution rate that currently applies is 6.1% of pensionable salary. A threshold applies to the maximum salary that counts towards the USS Retirement Income Builder. The current threshold from 1 April 2024 is £70,296 per year. Contributions based on salary above the monthly equivalent rate of the threshold are paid to the defined contribution section of the scheme called the USS Investment Builder. Please use the following link to access information, including the USS Member Guide: <https://www.uss.co.uk/for-members/youre-a-new-joiner>. The scheme booklet is called 'Your Guide to the Universities Superannuation Scheme'.

The University operates a salary exchange arrangement, Pensions Plus, for members of the USS. Pensions Plus enables pension contributions to be made in a manner so that both employees and the University can benefit from available National Insurance Contribution savings. You will be automatically included in Pensions Plus, provided it does not adversely affect your take-home pay or your ability to claim certain state benefits. If your earnings fall below the Pension Plus pay protection limit you will be opted out of Pension Plus. This will not affect your membership of the USS.

New members of staff may opt out of USS within three months of taking up appointment and will then be treated as if they had never been a member of the scheme. After three months members of staff who wish to withdraw from USS during their employment will be required to give a minimum of 28 days' notice in writing to the University. Any member of staff who wishes to opt out should contact the Pensions Section, Finance, in the first instance (pensions@strath.ac.uk). Please note that if you are a member of Pensions Plus and withdraw from USS with less than two years of membership, or cease employment with the University and have less than two years of USS membership, the option of a refund of pension contributions will not be available to you. Instead, USS must provide you with a pension benefit that is payable from your Normal Pension Age. Regardless of whether you participate in Pensions Plus, if you are a member of the pension scheme for two years or more you are not entitled to a refund of pension contributions on leaving the scheme, you will be entitled to a pension benefit.

The University reserves the right to alter or withdraw Pensions Plus as it sees fit or as required to comply with legislative changes. Withdrawal or amendment of Pensions Plus will not affect your membership of USS. If you do not wish to participate in Pensions Plus but wish to remain in

the pension scheme please contact the Pensions Team who will provide you with a non-participation form.

Information regarding pension scheme membership can be found on the Pensions pages of the University's website. Full information regarding USS can be found on the USS website – www.uss.co.uk

7. PLACE OF WORK AND RESIDENCE

Members of staff will be based on the John Anderson Campus, unless otherwise stated in the letter of appointment. The Department/School in which the post is initially placed will be specified in the letter of appointment although there will be an expectation to work at such other places as required in the course of employment.

If the need arises for members of staff to work outside the UK for a period (or periods) of more than one month then such arrangements will be subject to mutual agreement. Members of staff would then be provided with a statement in advance setting out the terms covering such periods of employment.

The University does not normally place specific restrictions upon the place of residence of members of staff. All staff are, however, expected to reside in a location which is compatible with the satisfactory fulfilment of all the duties associated with their appointment.

8. CONSULTANCY/FURTHER ACTIVITIES

To support the strategic objectives of the University and to facilitate individual professional development, the University encourages staff to engage in professional activities with outside bodies related to their field of work. In many cases, such activity will be approved on the basis that it represents University knowledge exchange activity and should therefore be treated as part of the individual's overall workload and managed through the University's systems. It is also recognised that there will be some cases where an activity is entirely separate from the University and should thus be notified/approved as a personal business activity. For further information please refer to the "University Procedure in relation to Work for Outside Bodies including Consultancies", which forms part of the employment contract and can be accessed at www.strath.ac.uk/hr.

9. DISCIPLINARY AND GRIEVANCE PROCEDURES

Further information on the University's disciplinary and grievance procedure can also be found at www.strath.ac.uk/policies/hr or on request from Human Resources.

10. NOTICE AND TERMINATION

The employment of a member of staff is terminable by at least three months in writing, on either side; except during probationary period when the notice period is one month. If notice is being given by a member of staff earlier release may be granted if this can be arranged without detriment to the work of the department or area. If the appointment is for a fixed term it will expire at the end of the period without the necessity for notice. Fixed term contracts may be terminated by either party short of the expiry date by the serving of one month's notice in writing. The University is not obliged to continue a fixed term appointment beyond the employment period. For employees appointed above Grade 10, the notice period for both the employer and employee will be 6 months, except during the probationary period when a one month's notice period will apply. One month's notice will also apply for fixed term contracts terminated short of the expiry date.

Revised April 2024