

**JOB DESCRIPTION**  
**Engagement Officer, Communications and Marketing**  
**Vacancy Ref: N1456**

<b>Job Title:</b> Engagement Officer	<b>Present Grade:</b> 5
<b>Department/College:</b> Communications and Marketing	
<b>Directly responsible to:</b> Engagement Manager	
<b>Supervisory responsibility for:</b> Casual staff/graduate interns	
<p><b>Other contacts</b></p> <p><b>Internal:</b>  Stakeholder Relations and Events team, Communications and Marketing team, Academic Departments and Faculty Offices, Facilities and Commercial Services team, Vice-Chancellor's Office, Information Systems Services, Academics, Members of project working groups, including Deans and Associate Deans, students</p> <p><b>External:</b>  Senior external stakeholders and VIPs including Honorary Graduates, high profile speakers and civic representatives; guests attending events; local business and community organisations; third party suppliers of procured services (e.g. venues, design and print agencies, film services, travel providers); alumni and general public</p>	
<p><b>Major Duties:</b>  The purpose of this role is to develop and deliver activities, communications and events which support the University's stakeholder and community engagement plan, including providing administrative support and managing key aspects of major community-facing events such as the biennial Campus in the City project and Community Day, and the organisation of the annual public lectures programme.</p> <ul style="list-style-type: none"> <li>• To manage key aspects of major engagement events, including guest management, communications materials, promotion, recruitment and management of casual staff, venues, logistics and risk assessments</li> <li>• To plan and execute the University's public lectures programme, including project management, venues and logistics, on and offline promotion, guest management and evaluation</li> <li>• To co-ordinate other engagement events, including event development, venue, logistics, speakers, development and management of appropriate guest lists, suppliers and budgets, and representing the University (<i>this will require some out-of-hours work</i>)</li> <li>• To contribute to the development and delivery of University engagement initiatives, such as 'We are Lancaster', in line with project aims, for example through supporting events or communications activities</li> <li>• To capture content from the lectures and other activities, working with colleagues in Communications and Marketing to maximise the potential of the content across multiple channels and for multiple uses, for example to prospective students and to promote the work of Lancaster academics</li> <li>• To develop an effective communications plan for community engagement events and activities to drive attendance, for both internal and external stakeholders, ensuring that all communications inspire interest and engagement in the University and reflect the agreed branding. This will include: website content management, social media engagement, targeted e-communications, internal communications channels, printed publications and press-related activity.</li> <li>• To contribute to the evaluation and strategic development of the events and engagement programme. For example, through developing surveys and other forms of qualitative and quantitative insight-gathering, to</li> </ul>	

inform future decision making.

- Manage data for a range of stakeholders in the CRM, ensuring data is accurate and generate up to date contact lists, and track interactions; provide status reports as required to support evaluation and inform the development of stakeholder engagement plans
- To work with internal and external service providers, to achieve best value and excellent service for engagement activities (catering, print, design, venues, photography, others as required)
- To manage the production of printed materials for engagement activities, including commissioning, copywriting, content and print or digital production
- Contribute to the successful delivery of overseas activity for the office, to include:
  - logistical arrangements for University staff travelling overseas on behalf of the team for graduation ceremonies, including documentation, transport, accommodation and visas
  - co-ordinating key aspects of international stakeholder activity, as identified through the stakeholder engagement plan (*overseas travel may be required from time to time*)
- To monitor and manage the engagement budget on a day-to-day basis, reporting to the leads on each activity
- To manage the day-to-day running of the University Events Homepage, approving or adding events where necessary to ensure a professional and engaging showcase of University events
- To develop and maintain an engaging web presence for the engagement activities
- To deal with a wide range of enquiries (face-to-face, telephone and e-mail) from students, staff and members of the public, ensure office cover for the team and manage the public events mailbox
- To perform other duties consistent with the grade of the post