

JOB DESCRIPTION
Vacancy Ref: A3296

Job Title:	Global Engagement Officer	Present Grade:	7
Department/College:	Recruitment, Admissions and International Development/Communications		
Directly responsible to:	Jointly to; Head of Global Engagement and Head of Communications		
Supervisory responsibility for:	Student staff as required		
Other contacts			
Internal:			
Academics			
Faculty and departmental staff			
Communications and professional staff teams supporting research communications; centrally and in Department			
External:			
External agencies, suppliers and providers, other institutions and organisations as appropriate.			
Job Purpose:			
<p>The role holder will work to support the University’s engagement strategy and raise the profile of Lancaster’s research and academics overseas. The role holder will engage and collaborate with academics and their research groups to amplify their communications and reach their peer group. Specifically, the post holder will proactively support research teams to plan and deliver engaging and targeted content via social media, digitally and in print communications. The role holder will engage with research at Lancaster in the UK and at our overseas campuses. The key objective of this role is to maximise performance in world league table rankings, specifically around academic reputation.</p>			
Major Duties:			
Provide insights into global reputation to inform communications planning:			
<ol style="list-style-type: none"> 1. Analyse current the University’s research profile, including league table performance, to identify target areas for improvement of international reputation. 			
Support academics in raising their profile within their international peer groups:			
<ol style="list-style-type: none"> 2. Identify and engage with key influencers for academic research at Lancaster to secure their buy-in and input to communications that further Lancaster’s global reputation. Ensure that, through consultation, content delivery is reflective of the expectations of research active colleagues. 3. Lead on the development and implementation of research communications plans, identifying and reporting on the key measurables. 4. Coordinate the annual compiling of returns to league table providers, particularly in relation to maximizing the academic and employer reputational criteria through the effective engagement of academics and other stakeholders. 			

5. Plan and develop content with academics and the central communications team. Ensure that published materials communicate research impact messages effectively within their overseas academic networks.
6. Ensure that the research content takes into account insight and audience testing; proactively seek such feedback on a continual basis, recommend audience-orientated solutions to improve targeting to the international academic audience, and deliver modifications as required.
7. Support the planning, production, support and development of digital material for the University's global research profile, including written content and visual assets. To engage the academic community and freely share knowledge, insight, best practice and ideas for content, through providing regular updates to colleagues across the University.

Stakeholder engagement

8. Work with colleague across Professional Services, including the Library and those supporting stakeholder engagement, to ensure coordination and maximize opportunities. This will include the sharing of best practice in respect of league table performance, and the delivery of associated briefings.

Other:

9. Undertake other duties commensurate with the grading of the post.