## JOB DESCRIPTION
### Communications Coordinator
#### Vacancy Ref: N2504

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>Communications Coordinator (part time – 4 hours per week)</th>
<th><strong>Present Grade:</strong></th>
<th>5S</th>
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</thead>
<tbody>
<tr>
<td><strong>Department/College:</strong></td>
<td>Faculty of Science and Technology</td>
<td><strong>Directly responsible to:</strong></td>
<td>Professors Ian Dodd / John Quinton</td>
</tr>
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<td><strong>Supervisory responsibility for:</strong></td>
<td>N/A</td>
<td><strong>Other contacts</strong></td>
<td></td>
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</table>

**Internal:** Other Lancaster staff working on the EU SHui project

**External:** Project partners within the EU SHui project; External agencies, suppliers and providers.

#### Major Duties:

To provide a high level of communications support for the SHui project

To raise stakeholder awareness of the technical outputs of the project

To deliver the project’s Dissemination & Communication Plan

**Major duties:**

**Stakeholder Engagement**

- Coordinate and develop a stakeholder community comprising farmers and policy makers from different countries speaking different languages
- Coordinate and develop engaging and lively content (generated by project partners) for social media, SHui project website and other media as appropriate
- Undertake desk research to understand the success of the engagement campaign (Google Analytics, Twitter Analytics etc)
- Analyse campaign feedback and create reports to augment SHui Deliverables
- Public dissemination will develop creative and compelling content for a range of social media channels in line with the SHui social media strategy
- Work with project partners to gather content for digital channels, e.g., photos, 360 images, audio
- Write compelling copy for the SHui websites including news stories
- Manage and keep up to date the stakeholder database
- Co-ordinate and write content for external press releases
- Develop other content as directed by Lancaster’s SHui team and project manager
- Maintain SHui logos, templates and guidelines to ensure consistent brand delivery within project communications