The purpose of this role is to contribute to the delivery of Lancaster University’s third strategic priority of engagement, increasing the University’s profile and influence, and strengthening connections with external stakeholders for mutual benefit in support of University strategic objectives, through a planned programme of bespoke engagement activities, targeted communications and events. The post-holder will develop a programme of engagement with key stakeholder groups, identifying opportunities and creating tailored activities to promote the University’s work to these audiences and their networks, and providing a forum for our communities to contribute actively to discussions on areas of the University’s work which are relevant and of interest to them. They will also manage the business of the Engagement Advisory Group and contribute to effectively communicating University engagement activities to external audiences, through developing targeted content for use across a range of channels including web, print, social media and e-communications.

This is a key role in a busy, externally facing team. Administrative support for activities delivered by the Engagement Manager is provided by the Engagement Officer (c. 0.4 FTE allocated), who the postholder co-manages with the Deputy Head of Events.

Major Duties:

1. Manage the development and end-to-end delivery of engagement activities and events, including the annual Graduation Dinner, The Lancaster Exchange and bespoke events, ensuring objectives for each activity are shaped in support of institutional aims and profile-raising, strong attendance from key stakeholder groups and cross-organisation working to maximise opportunities

2. Develop and implement an annual stakeholder communications plan, segmenting audiences and using targeted messaging, which promotes the impact of the institution in support of the University’s engagement agenda and increases stakeholder engagement. Monitor the success of campaigns and content to inform plans.

3. Manage the University’s key organisational stakeholder list - manage and maintain stakeholder data in the CRM, ensuring data is captured and updated in line with GDPR and team protocols; use data and levels of engagement to inform planning for events and communications activity
4. In consultation with the Pro-Vice-Chancellor Engagement, manage the business of the Engagement Advisory Group, including agenda setting, preparation of key documents and sharing information to promote a culture of engagement.

5. Contribute to the development and refinement of the University’s engagement activities using a variety of methods, including stakeholder surveys and market research; evaluation of activities; and reports.

6. Develop and manage a ‘light-touch’ political engagement plan in support of the University’s interests and priorities, including the delivery of the Industry and Parliament Trust programme and targeted engagement with policymakers.

7. Commission, research, write and manage the delivery of high-quality engagement content using a variety of formats for use across a range of channels including the University website, publications, social media and targeted e-communications. Formats include digital content and presentations. Ensure all content is produced in line with University brand guidelines and with the appropriate tone of voice for different audiences.

8. Develop and maintain the University’s external website presence for engagement, commissioning and creating content which is relevant to key audiences and communicates the University’s impact through case studies and news stories.

9. Evaluate the outcome of engagement activities and communications to identify success against the objectives, inform future engagements with key stakeholder groups and keep activities fresh.

10. Provide advice and guidance and develop toolkits and ‘how-to’ guides to support colleagues in developing their approach to stakeholder engagement.

11. Develop effective working relationships with internal colleagues working in engagement to join up stakeholder activities, keep up to date on developments and identify opportunities.

12. Develop and manage relevant budgets, including preparation of interim and year-end reports.

13. Implement a stewardship process to actively engage Honorary Graduates, including development of engaging visit programmes, regular tailored communications, involving them in the public lecture series and other relevant activities, as appropriate.

14. Deputise for the Head of Stakeholder Relations as required at meetings/events.

15. Other duties, as required from time to time, in line with the scope of the role.

The post may require some evening and weekend work and occasional travel, both UK and overseas.