

THE POST

College:	<u>Innovation, Impact and Business</u>
Post:	Research and Business Communications Manager (LINCoS Project)
Reference No:	P65500
Grade:	F (£35, 211 pro rata)
Hours:	0.4 FTE (14.6 hrs/wk)
HERA:	RFEL
Reporting To:	LINCoS Project Manager
Based in:	Truro, Cornwall

Subject to final funding confirmation, this part time (14.6 hrs per wk) post is available from 29 April 2019 to 25 February 2022 and is part of our recently funded Lifelong Inclusive Growth in Cornwall and the Isles of Scilly (LINCoS) project involving the University of Exeter, Cornwall and the Isles of Scilly Local Enterprise Partnership, Age UK (Cornwall and the Isles of Scilly) and disAbility Cornwall. It is funded through the European Regional Development Fund and forms part of the European Strategic Investment Framework for Cornwall and the Isles of Scilly (LINCoS) project.

Job Description

Main purpose of the job

The main purpose of the job is to organise, promote and deliver activities to raise awareness and understanding of the work and research of the LINCoS project.

LINCoS is a new research and innovation project aimed at supporting the growth of the eHealth and eWellbeing small and medium enterprise (SME) sector in Cornwall through the identification and support for products, processes and services that will improved the recruitment, retention and workplace opportunities of older, disabled and chronically ill workers. This is a partnership project involving the University of Exeter, Cornwall and the Isles of Scilly Local Enterprise Partnership, Age UK (Cornwall and the Isles of Scilly) and disAbility Cornwall.

LINCoS is supported by funding from the European Regional Development Fund (ERDF), and as such business support and engagement is fundamental to the delivery of the project and a key aspect of all posts within it. In addition, funding has also been received from the South West Academic Health Science Network.

The project is based at the College of Medicine and Health, European Centre for Environment and Human Health, an interdisciplinary centre focussing on the interconnections between the environment and human health. The postholder will have opportunities to interact with a variety of related researchers and projects based in the Centre, across the University and with colleagues in partner organisations.

The purpose of the post is to develop and deliver a communications plan for the LINCoS project. Supporting the:

- collection and dissemination of information, to and from Small and Medium Enterprises in Cornwall and the Isles of Scilly.
- helping in the planning and delivery of a range of workshops and other events, and;
- leading on the development of a web and media presence for the project, updating these resources and preparing press releases.

This postholder will also be responsible for ensuring all project materials, of all kinds, across the partnership are compliant with the ERDF Communications regulations.

Main Duties

LINCOS is a new research project, as such responsibilities may change, the following outline reflects role as it is currently defined:

- To develop, deliver and monitor LINCOS's communication strategy and plan to promote the vision, objective and activities of Project and help achieve the Project's outputs.
- To write press releases and articles about LINCOS's activities, and to strengthen close links between media and appropriate publishing bodies consistent with the aims of the Project.
- To liaise with appropriate staff University of Exeter and project partners to ensure communications remain 'on message'.
- To take the lead in developing appropriate processes for the dissemination of LINCOS findings and outputs.
- To ensure LINCOS staff and partners are aware of, and adhere to the communication guidance of ESIF.
- To promote events and activities through media briefings and e-newsletters to partners and external audiences
- To contribute, and at times lead, the planning, management and support of conferences and events.
- To develop audio and visual materials for a range of audiences and media including, webcasts, website, conferences etc.
- To prepare regular news updates and articles for posting on the LINCOS website, ensure content of the website is current and constantly refreshed.
- To monitor and evaluate the usage of LINCOS's website.
- To develop and implement a robust and comprehensive social media plan.
- To undertake such other duties as may be required by the Project Manager.
- A commitment to Equality of Opportunity and the positive portrayal of all sectors of the community LINCOS materials.

Special requirements

The post holder will be based in Truro.

The post holder will be expected to travel around Cornwall and the Isles of Scilly and occasionally beyond. The post holder will also be expected to work outside normal working hours when events or other activities require it.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

This project is time limited, therefore the successful candidate will be expected to 'hit the ground running', with the necessary skills and experience in place at the start of the project.

Person Specification

Competency	Essential	Desirable
Attainments / Qualifications	A first degree in a relevant subject (or equivalent).	A post-graduate qualification in a relevant field.
Skills and Understanding	<p>Proven publishing, editing and writing skills.</p> <p>Excellent interpersonal skills, including the ability to establish effective working relationships with professionals from a wide variety of backgrounds.</p> <p>Ability to problem-solve and think creatively.</p> <p>Excellent planning and organisational skills.</p> <p>Ability to work in small team.</p>	An understanding of issues impacting older workers and those with disabilities or chronic health, in the workplace.
Prior Experience	<p>Previous experience of journalism/communications/PR/marketing and producing promotional material and publications.</p> <p>Experience of working with journalists, copy-editors/ writers and designers.</p> <p>Proven experience of project management and delivering to deadlines.</p> <p>Experience and knowledge of good web design principles and awareness of good practice, including accessibility and usability issues and the development of materials for the on-line environment.</p> <p>Experience of people centre, inclusive communications approaches.</p> <p>Practical experience of using a broad range of Windows applications, including MS Word, Excel and Outlook.</p> <p>Experience of commissioning services, such as website design, photography etc, and in preparing specifications for these activities.</p>	
Behavioural Characteristics	<p>Excellent communicator both on a one-to-one, and one-to-many basis.</p> <p>Pro-active self starter.</p>	
Circumstances	You will be expected to travel around Cornwall and the Isles of Scilly and occasionally beyond.	

THE POST

College:	Innovation Impact and Business
Post:	Communications and Outreach Manager, Smartline Project
Reference No:	P55085
Grade:	F
HERA:	RFEL
Reporting To:	SMARTLINE Project Manager
Based in:	Truro, Cornwall

The above 0.5 FTE post is available until 29 February 2020, a member of Smartline project team.

Job Description

Main purpose of the job

The main purpose of the job is to organise, promote and deliver activities to raise awareness and understanding of the work and research of the Smartline project.

Smartline is a research and innovation project aimed at supporting the growth of the eHealth and eWellbeing small and medium enterprise (SME) sector in Cornwall through the identification and support for products, processes and services that will improved the health and wellbeing of social housing tenants and build the cohesion of their communities. This is a partnership project involving the University of Exeter, Coastline Housing, Volunteer Cornwall, Cornwall Council and the South West Academic Health Science Network.

Smartline is supported by funding from the European Regional Development Fund (ERDF), and as such business support and engagement is fundamental to the delivery of the project and a key aspect of all posts within it.

The project is based at the University of Exeter Medical School's European Centre for Environment and Human Health, an interdisciplinary centre focussing on the interconnections between the environment and human health. The post holder will have opportunities to interact with a variety of related researchers and projects based in the Centre.

The purpose of the post is to manage the Smartline project, and to provide support to the Research and Administrative leads in the strategic development, planning, financial and operational aspects of the Project.

Main Duties

Smartline is a research project, as such responsibilities may change, the following outline reflects role as it is currently defined:

- To develop, deliver and monitor Smartline's communication strategy and plan to promote the vision, objective and activities of Project and help achieve the Project's outputs.

- To write press releases and articles about Smartline’s activities, and to strengthen close links between media and appropriate publishing bodies consistent with the aims of the Project.
- To liaise with appropriate staff University of Exeter and project partners to ensure communications remain ‘on message’.
- To take the lead in developing appropriate processes for the dissemination of Smartline findings and outputs.
- To ensure Smartline staff and partners are aware of, and adhere to the communication guidance of ERDF.
- To promote events and activities through media briefings and e-newsletters to partners and external audiences
- To contribute, and at times lead, the planning, management and support of conferences and events.
- To develop audio and visual materials for a range of audiences and media including, webcasts, website, conferences etc.
- To prepare regular news updates and articles for posting on the Smartline website, ensure content of the website is current and constantly refreshed.
- To monitor and evaluate the usage of Smartline’s website.
- To develop and implement a robust and comprehensive social media plan.
- To undertake such other duties as may be required by the Project Manager.
- A commitment to Equality of Opportunity and the positive portrayal of all sectors of the community Smartline materials.

Special requirements

The post holder will be based in Truro.

The post holder will be expected to travel around the County and beyond.

The post holder will be expected to work outside normal working hours when events or other activities require it.

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

Person Specification

Competency	Essential	Desirable
Attainments/Qualifications	A first degree in a relevant subject (or equivalent).	A post-graduate qualification in a relevant field

Skills and Understanding	<p>Proven publishing, editing and writing skills.</p> <p>Excellent interpersonal skills, including the ability to establish effective working relationships with professionals from a wide variety of backgrounds.</p> <p>Ability to problem-solve and think creatively.</p> <p>Excellent planning and organisational skills</p> <p>Ability to work in small team</p>	
Prior Experience	<p>Previous experience of journalism/communications/PR/marketing and producing promotional material and publications;</p> <p>Experience of working with journalists, copy-editors/ writers and designers;</p> <p>Proven experience of project management and delivering to deadlines.</p> <p>Experience and knowledge of good web design principles and awareness of good practice, including accessibility and usability issues and the development of materials for the on-line environment</p> <p>Practical experience of using a broad range of Windows applications, including MS Word, Excel and Outlook.</p>	
Behavioural Characteristics	<p>Excellent communicator both on a one to one basis and one to many.</p> <p>Pro-active self starter</p>	
Circumstances		

Informal Enquiries

Before submitting an application you may wish to discuss the post further by contacting Laurie Magowan email l.magowan@exeter.ac.uk

Terms & Conditions

Our Terms and Conditions of Employment can be viewed [here](#).

Further Information

Please see our [website](#) for further information on working at the University of Exeter.