**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Communications Officer (Active Lifestyle &amp; Sport)</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Student Services / Active Lifestyle &amp; Sport</td>
</tr>
<tr>
<td>Job type</td>
<td>12 month fixed term (Maternity Cover)</td>
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<td>Grade:</td>
<td>6</td>
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<tr>
<td>Accountable to:</td>
<td>Associate Director of Student Engagement &amp; Sport</td>
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<tr>
<td>Accountable for:</td>
<td>Communications Interns</td>
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**Purpose of the Post**

This role forms part of the Active Lifestyle and Sport team, which is collectively responsible for the effective delivery of a range of physical activity services across campus to enhance the student, staff and visitor experience. The post holder will be responsible for successful implementation of Royal Holloway Sport identity internally across multiple platforms.

**Key Tasks**

- Manage, develop and update the Royal Holloway Sport social media accounts according to a content plan (to include news and events, recruitment messages and wider engagement campaigns aligned with College narrative) developed by key stakeholders.

- Develop and deliver Communication business plan/campaigns that supports all functions represented under the Royal Holloway Sport umbrella.

- Create engaging, multimedia content for use on social media, including video, photography, infographics, case studies and user-generated content.

- Using analytics tools, work with the Digital Communications Manager, Digital Communications Officer (Website) and PR team to monitor and evaluate Royal Holloway’s presence on social media platforms, and provide regular and ad hoc reports to colleagues to inform strategic communications planning.

- In line with both Royal Holloway’s and Royal Holloway Sport’s brand guidelines, create engaging, printed collateral to support core business (including posters, forms, timetables and promotional materials).

- Manage, develop and update all pages of the Royal Holloway Website that relates to sport including staff, students and externally facing content.

- Plan and implement communication plans for departmental events, promoting beforehand and attending the event where agreed. Examples include but not limited to the Alumni Sports Day, Campus Fun Runs and Varsity.

- The role is expected to be part wider events team when delivering strategically important events: Royal Holloway Sports Awards, Varsity or Alumni Sports Day.

- Plan, develop and distribute digital newsletters promoting activities through collaboration with area leads.

- Gather user related feedback and insight to support/inform business decisions across Royal Holloway Sport.

- Support Students’ Union sports clubs with correct implementation of Royal Holloway Sport across their channels and merchandise.

- Occasional evening and weekend work for which time off in lieu may be given, at the discretion of the line manager.

- Act as the day-to-day champion for the Royal Holloway Sport identity and guideline implementation.
### Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.

### Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:

- Other members of the Active Lifestyle & Sport department
- Students’ Union
- Academic departments
- Marketing & Communications, particularly including UK Events, Internal Communications
- Other Professional Services staff