# JOB DESCRIPTION

<table>
<thead>
<tr>
<th><strong>Job Title:</strong></th>
<th>StoryFutures Communications Officer</th>
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<tbody>
<tr>
<td><strong>Department / Unit:</strong></td>
<td>StoryFutures (Media Arts)</td>
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<tr>
<td><strong>Job type</strong></td>
<td>Professional Services</td>
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<tr>
<td><strong>Grade:</strong></td>
<td>RHUL 6</td>
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<td><strong>Accountable to:</strong></td>
<td>StoryFutures Manager</td>
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</tbody>
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## Purpose of the Post

StoryFutures is a new R&D base for screen industries to meet the challenge of next-generation storytelling, producing compelling content for emerging creative technologies. The StoryFutures Communications Officer will be key a player in telling our story to world leading creative industry partners, local SMEs and the wider world. This post requires a high level of creative communications responsibility, and involves proactively communicating our message to partners and prospective clients across web and social media, seeking every opportunity to engage with our multiple audiences.

## Key Tasks

1. Creating engaging, multimedia content for events and campaigns that enhances and optimises their effect; including video, photography, infographics, case studies and user-generated content.

2. Writing, creating and developing web, social media and email content.

3. Create and manage a library of digital assets for StoryFutures communications activities

4. Provide intelligence and information for communications budget decisions to the StoryFutures Manager and maintain records of expenditure in line with Funder requirements.

5. Under direction of StoryFutures Manager, innovate in the creative use of social media and its intersection with immersive technologies to produce content that is aligned to the StoryFutures narrative, engaging audiences in a digital dialogue that grows social media following and disseminates best practice and learning.
6. Maintaining accurate planning documents, records and archive of all communications activities, including entry and exit surveys of event participants.

7. Use website analytics tools to provide information to relevant stakeholders on social and digital media performance - providing reporting, presentations and actionable insight, as required.

8. Provide communications and events information in line with funder reporting requirements, with particular emphasis on the OASIS communications plan.

9. Generate ideas for, and contribute to the development of, new web features and functionality, where necessary.

10. Offer assistance as required to StoryFutures events as directed

11. Develop, grow and maintain effective working relationships and networks with key individuals internally and externally.

12. Act as a key point of communications liaison between Royal Holloway and the StoryFutures partners – both within the creative industries and other academic institutions to ensure the smooth delivery of comms and events for StoryFutures.

13. Assist in the basic administrative life of StoryFutures

**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.

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

**Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with:
- Internal Communications team
- RHUL, NFTS, Brunel and UCA Comms team
- StoryFutures Academy Comms Team
- IT team
- Academic staff
- Other Professional Services staff
- External digital services providers

**Special Conditions**

The role will involve covering events for social media and online, including some requirement to work weekends and evenings.