



## JOB DESCRIPTION

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| <b>Job Title:</b>   | <b>Communications Assistant</b> |
| <b>Department / Unit:</b>   | Media Arts                      |
| <b>Job type</b>   | Administrative Support          |
| <b>Grade:</b>   | 5                               |
| <b>Accountable to:</b>  | StoryFutures Head of Operations |
| <b>Accountable for:</b>   | None                            |
| <b>Purpose of the Post</b>  |                                 |
| <p>The role sits within the Media Arts Department as part of the University's new Centre for Digital Creativity (CDC). StoryFutures is a complex and ambitious programme that links university research with the creative industries, supporting R&amp;D with new and rapidly emerging technologies used across the UK's immersive economy to create new forms of storytelling and intellectual property. Also working with our partners on the StoryFutures Academy programme, based at the National Film &amp; Television School and RHUL, with a focus on training and up-skilling creative industry professionals in using immersive storytelling technologies.</p> <p>This role is to assist in articulating the aims of StoryFutures and StoryFutures Academy, promoting their activities within an established network of creative producers and companies as well as those unfamiliar with their work, to public funders and industry collaborators, and in raising the profile of StoryFutures across all public communication channels.</p> <p>The post holder must have a high degree of technical competency, excellent written and verbal communication skills and be comfortable with delivering a portfolio of work across different aspects of the business. The post requires self-motivation and the ability to take ownership of tasks and work within delivery deadlines.</p> |                                 |
| <b>Key Tasks</b>  |                                 |
| <p>Technical and website responsibilities:</p> <ul style="list-style-type: none"> <li>• Keep website updated with news items as directed using Craft CMS (CMS experience is essential and basic understanding of HTML/CSS is beneficial)</li> <li>• Edit website with contributions from across the StoryFutures and StoryFutures Academy team</li> </ul>   |                                 |

- Uploading and removal of digital assets to keep website lively and up-to-date
- Extract top-level analytics on website traffic using Google Analytics
- Assist with managing livestreams through Zoom and YouTube platforms

#### Branding & Resources:

- Rapid creation of communication and marketing assets using Canva
- Creation and editing of PowerPoint presentations using customised templates.
- Maintenance of brand integrity by helping enforce guidelines and be first port of call for all brand assets
- Creation of new resources and communication tools for external audiences, including editing digital assets, graphics and tag lines (using tools such as Adobe Illustrator, Premiere Pro, Photoshop, Illustrator and InDesign)
- Keep asset library updated, ensure effective cataloguing process is maintained and assist team members to access

#### Communications:

- Assist with delivery on social media strategy by scheduling tweets & proactively seeking new ways in which to engage and raise profile
- Write press releases, newsletter copy and boilerplate text for external use, ensuring on-brand and correct tone of voice
- Write case study summaries on activities, sourcing and creating links with press releases and other assets
- Keep strategic overview documents up-to-date and liaise with Royal Holloway's and the NFTS's PR departments
- Undertake administrative tasks around communications as instructed
- Craft mailers and manage mailing lists using Mailchimp
- Schedule social media content using software such as Hootsuite
- Run and manage paid-for advertising campaigns across social platforms
- Undertake communication tasks around Network Events as directed by the Network Event organiser
- Submit Awards applications and compile assets for submissions
- Assist with video production by working on briefs, storyboards and collecting assets
- Contribute to and help edit monthly Network Newsletter, ensuring mail-out is managed smoothly & feedback collated
- Attend communications meetings with StoryFutures's funder and contributing to funder's newsletter and broader communications as required

#### Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the StoryFutures Head of Operations. 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:

The StoryFutures team

The StoryFutures Academy team & NFTS press office

Funders and partner organisations' communications teams

RHUL press office