

# BRANDLAND EVENTS AND COMMUNITY COORDINATOR

Research and Innovation

Services

SC4940

**CANDIDATE BROCHURE**



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# WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines

and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

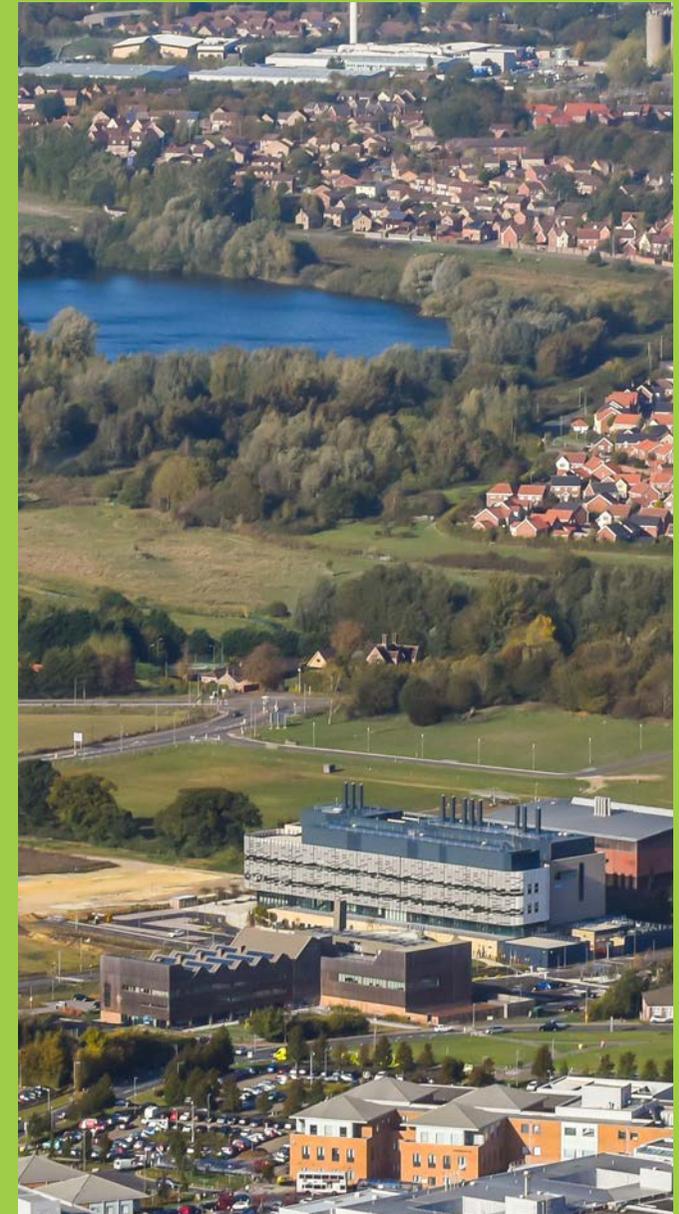
**For an informal discussion about the post please contact Jennie Waddington, Executive Assistant - Innovation via [jennie.waddington@uea.ac.uk](mailto:jennie.waddington@uea.ac.uk).**

## UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



# THE ROLE

## Purpose of role

We are looking for an Events and Community Coordinator to join Brandland, the network organisation for people and companies working in branding in and around Norwich.

The role will work closely with the Brandland Development Manager to establish and grow Brandland as a Community Interest Company. The role will be responsible for logistics that support the delivery of Brandland's events and community engagement.

You will act as the first point of contact for Brandland's members and play a key role in delivering a successful and engaging programme of community events.

## KEY RESPONSIBILITIES

### EVENTS

- Work with the Brandland Development Manager to support the successful delivery of monthly events, including booking venues and suppliers and managing on-the-day logistics
- Liaise with event speakers to ensure smooth delivery and positive attendee experiences
- Support the planning of the annual events calendar in a timely manner
- Organise speakers and manage event budgets, liaising with venues and suppliers in accordance with UEA procurement requirements
- Maintain contacts and stakeholder databases

### COMMUNICATIONS

- Maintain and update the Brandland website
- Promote events through social media and the Brandland website
- Help develop multimedia marketing materials (including newsletters and social media content) to raise awareness of Brandland among internal and external audiences
- Contribute to external stakeholder engagement, including supporting the organisation of meetings and events

### MEMBERSHIP

- Act as the first point of contact for new member enquiries
- Maintain the membership portal on the website, uploading new members and supporting a smooth onboarding process
- Monitor member engagement levels and work with the Brandland Development Manager on initiatives to reduce membership churn
- Manage and maintain the membership database

### MARKETING

- Support the development and coordination of marketing materials, both online and offline, to engage Brandland's key stakeholders
- Support copywriting, proofreading and design processes
- Manage and maintain stock levels of promotional materials, as appropriate
- Produce event-specific collateral as required

## **THE ROLE (CONTINUED)**

### **ADMINISTRATION**

- Contribute to the collation of data and information for use in external funding bids and internal and external reporting
- Assist the Brandland Development Manager and Founder with a range of administrative tasks, including finance-related activity
- With support from the Brandland Development Manager, help develop systems to record, collate and report on impact and activity for monitoring and promotional purposes
- Support the Brandland Steering Committee with meeting arrangements and papers

### **GENERAL INFORMATION**

- All role holders are expected to undertake such other appropriate duties as may be requested

# THE PERSON

## EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Two A levels at Grades A-E and five GCSEs at Grades A-C (including Mathematics and English), or equivalent qualification or experience (E)
- Proven recent experience of working in a marketing or related role (E)
- Experience of creating brands and designs for printed collateral (E)
- Experience of digital marketing including digital media, social media, CRM, email and use of content management systems (CMS) (E)
- Proven experience of writing engaging content for different audiences (E)
- Experience of managing multiple projects and prioritising workloads to meet deadlines (E)
- Experience of organising and managing events (E)
- Work experience in a higher education or creative industries environment (D)
- Experience of developing and maintaining records of activity for management reporting (D)
- Experience of developing new processes to

support service delivery (D)

- Meeting/Committee support experience (D)
- Experience of working with multiple stakeholders on a project and coordinating complex arrangements (D)

## SKILLS AND KNOWLEDGE

- Knowledge of design or publishing software (e.g) Canva (E)
- Excellent interpersonal skills able to communicate effectively with a wide range of stakeholders both internal and external (E)
- Excellent communication skills both written & verbal (E)
- Excellent copywriting and proof-reading skills (E)
- Ability to produce clear and appealing visual layouts for publications using infographics, images and other content (E)
- Proven competency in IT skills (MS Office, e-mail and systems) including knowledge of or skilled use of web authoring packages (E)
- Knowledge of web content management systems and corporate databases (E)
- Knowledge and use of social media for marketing purposes (E)
- Knowledge of email payment gateways (D)

## PERSONAL ATTRIBUTES

- Organised and methodical (E)
- Self-motivated, ability to work independently as well as part of a wider team (E)
- Ability to use own initiative and resolve problems (E)
- Willingness to be flexible by undertaking additional duties and working to tight deadlines when needed (E)
- Strategic outlook and enthusiasm for improving quality of delivery (E)
- Interest in Branding (D)

## SPECIAL CIRCUMSTANCES

- Occasional out of hours working may be required (E)

**Essential Requirements (E)** are those, without which, a candidate would not be able to do the job.

**Desirable Requirements (D)** are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

# FURTHER INFORMATION

The post is available from 13 April 2026 on a part-time (0.6 FTE) basis for a fixed term period until 31 July 2026.

Salary will be £26,707 to £30,378 per annum pro rata on Grade 5 on the single salary spine.

**Place of Work** - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals. We have a hybrid-working policy which supports a mix of at home and on campus 'hybrid' working for many roles. For the majority of hybrid roles, the expectation is a minimum of 60% of working time will be spent physically present in the workplace.

The flexibility of the hybrid-working policy allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

This vacancy is not eligible for sponsorship. The successful candidate must hold or obtain permission to work in the UK, which would allow them to take

The post is superannuable under the Group Personal Pension and there is an annual leave entitlement of 20 days plus statutory (8 days) and customary (6 days) holidays, pro rata for part-time. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at <https://www.uea.ac.uk/about/working-at-uea>.

If you require the information contained within this candidate brochure in a different format please email [staff.recruitment@uea.ac.uk](mailto:staff.recruitment@uea.ac.uk)

## HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: <https://vacancies.uea.ac.uk>

The closing date for this role is 11:59pm on **18 March 2026**.

It is anticipated that interviews will take place on **31 March 2026** and we will inform you of the outcome of your application prior to this date.

Candidates should note that travel and incidental expenses incurred in attending an in-person interview will not be reimbursed.

# ABOUT THE DIVISION

RIN is responsible for supporting and managing the administration for all research, training and consultancy grant applications and awards and other similar externally-funded grant opportunities.

Research and Innovation Services support the lifecycle of research and innovation activity by:

- Advising and supporting academics in their research and innovation activities
- Supporting research integrity
- Investigating research misconduct
- Managing relationships with a range of funders, partners and organisations
- Supporting the work of the University's Research and Innovation Executives
- Co-ordinating REF and HEIF submissions and associated activity
- Providing management information to support research and innovation
- Managing UEA's Current Research Information System (Pure)
- Linking with external organisations in support of RID/UEA activity



# ABOUT BRANDLAND

## Background

Norwich is an extraordinary hotspot for branding. Barclays, Aviva, Colman's, Lotus Cars and Virgin Money all have roots here, and we are home to top creative agencies, university courses and Britain's biggest brand archive.

Brandland is a network organisation for people and companies working in the sector, founded in 2020 by Robert Jones, Professor of Brand Leadership at Norwich Business School, in collaboration with CreativeUEA and Norwich University of the Arts. We have already delivered 24 events, including two successful conferences, to a cumulative audience of 2,000. We have gained over 1,000 email subscribers and over 2,000 LinkedIn followers.

In the last two years, we have had a development manager in post helping secure our future as a spin off from the UEA, generating income from ticket sales and sponsorship. We also commissioned some ground-breaking research cementing our importance as spearheading an emerging branding cluster in the Norwich area.

Building on this, we want to take Brandland to the next level. Our aim is to turbocharge Norwich's creative economy, by making the city a world leading hub of branding, design and the creative industries. We have an ambitious manifesto that grounds our work:

1. To connect: We want to get people, businesses and ideas together, to accelerate the development of Norwich's branding cluster, and to pool creativity in a way that helps create new brands with the potential for national or international impact.
2. To celebrate: We want to raise support and raise the sights of the local branding community, raising standards by sharing and celebrating great work
3. To promote: We want to attract new talent to Norwich by putting the city on the map as a place where great branding happens, and speaking with a collective voice to policy makers, making the case that we can deliver a return on investment as great as any of the UK's other creative clusters.
4. To nurture: We want to find, develop and retain the best people who are working – or would like to work in – branding, encouraging new talent and increasing or encouraging diversity via building effective relationships with local businesses, agencies, freelancers and schools.
5. To lead: We want to join forces with other regional clusters, driving innovation and advancing best practice by researching and sharing better ways to do branding – both for people and for the planet.





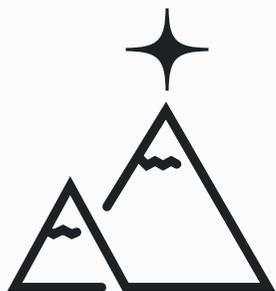
# OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- ✦ AMBITION
- ✦ COLLABORATION
- ✦ EMPOWERMENT
- ✦ RESPECT

## OUR VALUES (CONTINUED)



### AMBITION

**We are ambitious for our future success.**

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



### COLLABORATION

**We are collaborative in our approach.**

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



### EMPOWERMENT

**We empower ourselves and each other.**

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



### RESPECT

**We respect each other.**

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

# ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

**A vibrant place to study, learn and work, UEA is a very special place.**



# A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and 'eco' products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

## OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X [@SustainableUEA](https://twitter.com/SustainableUEA)



# OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office) and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.



# NORWICH

## A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930s parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite <https://www.uea.ac.uk/about/working-at-uea>. Additional information about living and working in the city of Norwich can be found at <https://www.workinnorwich.co.uk/>



*If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.*

**STEPHEN FRY**



# LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

## BY RAIL

LONDON • 2 HOURS

CAMBRIDGE • 1 HR 15 MINS

BIRMINGHAM • 4 HOURS

Many European cities (including Paris and Amsterdam) easily accessible by train

## BY ROAD

KINGS LYNN • 1 HOUR

CROMER • 45 MINUTES

SOUTHWOLD • 1 HOUR

## BY AIR

NORWICH AIRPORT • 20 MINUTES

STANSTED AIRPORT • 2 HOURS

London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked 26th in the UK (Complete University Guide 2026) and is in the UK Top 25 for research quality (Times Higher Education Rankings 2026) reflecting the international excellence of its research environment. We are in the World Top 60 (QS World Rankings for Sustainability 2025) and the World Top 13th for reduced inequalities (Times Higher Education Impact Rankings 2025). The University holds UK Teaching Excellence Framework Silver status.

## Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we already hold an Athena Swan Silver Institutional Award in recognition of our advancement towards gender equality. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our [website](#).

