

MEDIA AND MARKETING OFFICER

Faculty Professional Services

School of Health Sciences

SC4679

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 teachings is valued. UEA is consistently ranking 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 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. Our Professors Corinne Le Quere and Rachel Warren were recipients of Nobel Peace Prize (2007), awarded to Al Gore and the Intergovernmental Panel for Climate Change (IPCC) in recognition of 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 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 Simon Rose via simon.rose@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.



OUR BENEFITS

UEA offers a fantastic benefits package for staff. We recognise all our staff have different priorities and lifestyles so we are continually reviewing our offering to ensure there are benefits which suit everyone. Current benefits include:



Competitive Rates of Pay



20 Days Holiday



14 Additional Statutory and Customary days



Contributory Pension



Staff Development



Sportspark Discount



Research Support



Health and Wellbeing



Library



Campus Facilities



Care Leave Policies



Sainsbury Centre for Visual Arts



Ofsted Registered Nursery



And much more!

Further information can be found on our [Staff Benefits page](#).

THE ROLE

To take ownership and delivery of a wide-ranging selection of media and marketing projects within the School of Health Sciences.

KEY RESPONSIBILITIES

- To ensure there is the required level of scoping and planning in place behind all media and marketing activity, creating clear and communicable outcomes and objectives for all deliverables.
- To respond to all media content briefs with a considered proposal, using media and marketing knowledge to deliver the best result based on the objectives of the brief.
- Use data and insight to report and refine project outcomes.
- To develop user journeys for subscriber campaigns including the School's social media accounts across a variety of platforms ensuring these journeys meet objectives, targets and reflect key messages for target audiences.
- To ensure data and insight is used to refine the School's website and digital user journeys to meet prospect and enquirer objectives.
- To feed into the development of the School's programmes on the central University's digital assets.
- To be an advocate and champion of both the UEA's brand and the brand of HSC, including the importance of accessibility and tone of voice in all activity.
- To support the HSC ARM Director in developing clear communication of media and marketing success with key stakeholders through reporting and project progress.

- Work with external agencies/suppliers to develop innovative projects, such as campaigns and initiatives.
- Project manage prioritised media and marketing initiatives through from concept to completion, delivering clear project communication throughout to all key stakeholders.
- Promote best digital practice and open communication across Admissions, Recruitment and Marketing and the wider University.
- Monitoring of marketing innovation both internal and external to the HE sector.
- Attend and be an active member of regular team meetings, follow and develop administrative processes within the team, and support the work of other HSC colleagues as required including deputising when required.

GENERAL

- Any other such duties appropriate to the grade as may be requested by the line manager.

THE PERSON

EDUCATION AND TRAINING

- Education to degree level, ideally with a media or marketing focus, or relevant experience within a media and marketing role (E)
- Experience of prioritising complex workloads to meet deadlines (E)
- Experience of using media creation software packages, such as Adobe creative cloud (E)
- Experience of marketing and an understanding of marketing theory (E)
- Suitable marketing qualification (D)

SKILLS, KNOWLEDGE AND EXPERIENCE

- Previous experience/ knowledge working in a media or marketing related role, with demonstrable autonomy for own work (E)
- Proven track record in creating and delivering marketing strategy (E)
- Experience of working with external stakeholders and organisations (E)
- Experience of solving business problems and providing responses to complex briefs (E)
- Experience of working to an

organisational brand guideline (D)

- Proven competency on Word, Excel, PowerPoint, Teams, and Outlook (E)
- A clear communicator with proven presentation skills (E)
- Proven investigative and analytical research skills (E)
- Ability to use a range of collaborative tools to understand a wide range of projects (E)
- Experience of researching, gathering, and processing information to analyse, interpret results and recommend appropriate actions (E)
- Proven interpersonal customer service skills (E)
- Excellent oral and written communication skills (E)
- Knowledge and use of social media for marketing purposes (D)
- Experience of media and marketing within a higher education sector (D)

PERSONAL ATTRIBUTES

- Organised and methodical (E)
- Self-motivated, ability to work independently as well as part of a wider team (E)

- Willingness to undertake further training and learn new skills related to the role (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)
- Ability to understand activities of the role in a wider university context (E)

SPECIAL CIRCUMSTANCES

- The post holder will be expected to be available to work at recruitment events and other relevant events which may fall outside of normal working hours (E)
- A willingness to travel (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 27 August 2024 on a full-time fixed term basis for 24 months.

Salary will be £25,138 to £28,759 per annum on Grade 5 on the single salary spine.

Place of Work - The University is supporting a hybrid-working pilot of at home and on campus 'hybrid' working for many roles. We encourage discussions about how your working arrangements can be agreed to best balance the needs of the role and your personal circumstances.

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

There will be varying requirements for different roles, further details will be discussed at interview.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact staff.visacompliance@uea.ac.uk.

The post is superannuable under the Group Personal Pension and there is an annual holiday entitlement of 20 days plus statutory (8 days) and customary (6 days) holidays. 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 a satisfactory Occupational Health Assessment to

be carried out by the University's Occupational Health Service.

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

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 **Friday 26 July 2024**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that interviews will take place in person on **Tuesday 20 August 2024** and if you have not heard by this date please assume you have not been shortlisted on this occasion.

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



ABOUT FACULTY PROFESSIONAL SERVICES

Faculty Professional Service (FPS) is the collective name for a community of interdisciplinary teams based across the University campus. These teams consist of a range of professional services staff who work as business partners with academic units, students, central University services, and a huge range of external stakeholders. We operate in a multitude of campus environments and in many diverse roles including Laboratory Technicians; Executive Personal Assistants; Events Co-ordinators; and School Business Management Teams. We are a group of creative problem solvers with the business agility and skills to make things happen, and a cultural ethos that promotes positive change and continuous improvement.



ABOUT THE SCHOOL

Interim Dean of School:
Professor Kenda Crozier

The School of Health Sciences is a vibrant academic community, with a strong commitment to world leading, applied health research and enterprise. Our purpose is to resolve global health challenges through the advancement of knowledge and interdisciplinary working.

Health Sciences encompasses a family of interrelated disciplines; midwifery, all fields of nursing, operating department practice, paramedic science, physiotherapy, occupational therapy and speech and language therapy. We provide an inclusive, stimulating and supportive learning environment for students, offering an extensive portfolio of accredited, taught programmes at undergraduate and postgraduate level; apprenticeships, a wide range of continuing professional development study options, postgraduate research degrees and professional doctoral studies.

Research activity centres around four themes: Healthy Aging and Health Behaviours, Multimorbidity and Rehabilitation, Delivery and Sustainability of Care, and Inclusion. Our researchers also lead programmatic research as part of the Institute for Volunteering Research, Norwich Epidemiology Centre,

Norwich Institute for Healthy Aging, UEA Health and Social Care Partners, and the Water Security Research Centre. Our research community is strengthened by a formal mentoring programme, regular training workshops, research development opportunities, and by adoption of the Researcher Development Concordat.

As a School community we are committed to sustained engagement with staff, students, service users and carers. We work in local, regional and international partnerships, and support our staff to actively to engage in policy and practice and provide opportunities to extend personal development linked to performance.



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.

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



OUR VALUES (CONTINUED)



COLLABORATION

We are collaborative by nature.

Together 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 our colleagues to do their best every day.

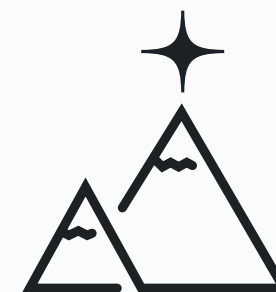
We trust our people to make decisions based on their expertise and knowledge. We work to ensure processes are simple and efficient so we are agile in times of change, and allow our people to make choices that work for them, us and wider society.



RESPECT

We respect each other.

We treat everyone equally and are fair and consistent in everything we do. We value diversity and embrace different thoughts and views. We are open to challenge, so we can learn and improve. We encourage each other to create a positive, accessible environment that supports our physical and mental wellbeing.



AMBITION

We are ambitious for our colleagues, students and research success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seize opportunities that are responsible and sustainable, and aspire to transform education for the better.

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), Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), 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, ten Schools have been awarded Bronze and four Silver, with the remaining five Schools working towards their first award. UEA signed up to the Race Equality Charter and make annual submissions to the Stonewall Workplace Equality Index.

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 Twitter [@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), banking facilities 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 1930's 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 ROAD

KINGS LYNN • 1 HOUR
CROMER • 45 MINUTES
SOUTHWOLD • 1 HOUR

BY RAIL

LONDON • 2 HOURS
CAMBRIDGE • 1 HR 15 MINS
BIRMINGHAM • 4 HOURS

BY AIR

AMSTERDAM • 55 MINUTES
PRAGUE • 3 HOURS
PARIS • 3-4 HOURS



An internationally renowned university, UEA is ranked in the UK Top 30 (The Times/Sunday Times 2024, Guardian University Guide 2023 and Complete University Guide 2023) and the World Top 50 (Times Higher Education Impact Rankings 2023), where it ranks in the World Top 100 for research citations (Times Higher Education World University Rankings 2023), reflecting the international excellence of its research environment. 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](#).

