

CUBO Communications Officer

Job Description

Full time

We are...

The association for commercial and campus services professionals in higher and further education, whose responsibilities include the strategic development, management, and operation of both in-house and outsourced services.

Our members represent the majority of UK and Irish Higher Education institutions. CUBO has strong relationships with many other Higher Education associations and organisations, both nationally and internationally.

Our members hold responsibility for a wide range of services: residential, catering, hospitality & retail, conferencing and events, sport, security, print and design, transport, cleaning, childcare, customer services and maintenance among others. They make a difference to the experience of every student who chooses to study, work, and live at their university.

CUBO is also the home of the UUK/GuildHE Accommodation Code of Practice (The Code). Where a student lives is a key part of their experience, especially in their first year. The Code is there to protect their rights and assure a safe, good quality place to live. Members signed up to the Code have their accommodation independently audited every 3 years to ensure compliance with the standards required. It is our role to ensure that this is delivered efficiently, accurately and to the requirements laid out by the legislation it represents.

We are looking for...

We are looking for a skilled, pro-active communications all-rounder to take charge of our digital content, communications and marketing campaigns for a wide variety of activities and audiences.

You will be working for CUBO, a membership organisation in the university sector that also administers one of the national student accommodation codes of practice.

You'll be engaging and communicating with university campus services staff at all levels, with businesses that provide services to our members, and with - national and international organisations representing higher education campus and commercial services.

Our team of home-based staff are located in different parts of the UK and operate virtually through regular calls, virtual meetings and together at the physical meetings and conferences we run annually. This full-time role will be home-based and include occasional travel for meeting and conference support, with occasional overnight stays.

The post-holder reports to the CUBO Executive Director and this role has no line management responsibilities.

You need to be...

Someone with **excellent all-round communication and marketing skills**, to plan, deliver and evaluate **audience-specific content** across all communication channels.

Because you will need to...

- Plan, deliver, and evaluate regular communications across all our channels and to all our internal and external audiences.
- Ensure CUBO communications are consistently on brand and on message, embedding the CUBO style and tone of voice across all channels.
- Collaborate with members of the team to deliver communications priorities.
- Have excellent all-round communication and marketing skills gained from broad communications experience.
- Build and maintain the CUBO image library.
- Be degree-educated.
- Write with outstanding grammar, accuracy and attention to detail.
- Have the ability to write for different audiences and media in different tones and styles.
- Be empathetic, customer– and sales-oriented.

Someone with **excellent organisation and administration skills**, to lead on key **communications projects, initiatives, and campaigns**.

Because you will need to...

- Plan, deliver and manage the production of electronic and occasionally print publications, including Awards and conference brochures.
- Coordinate the production of marketing materials such as conference bags, pens, etc.
- Support the Executive Director and National Code and Projects Manager in managing reactive and proactive PR.
- Be a self-starter, able to project-manage from conception to delivery, with excellent organisation and administration.
- Support the Events and Engagement Manager to organise digital and in-person events.
- Perform some website/CRM administration including member updates, resource uploads, report generation.
- Work occasionally at events – conferences and regional meetings – in the UK and Ireland.

Someone who is a **highly competent user of social media and web** platforms, to help **maintain and optimise all digital channels**, including social media, website and e-newsletters.

Because you will need to...

- Maintain our websites, ensuring content is engaging, relevant, and up to date.
- Plan, deliver, manage, and measure social media channels, building relationships with key audiences.
- Regularly review CUBO's digital platforms, recommend and deliver any changes needed.
- Possess advanced IT skills including MS Office, CRM, CMS, Mailchimp, Google Analytics and a proven aptitude for using technology to work smarter.

Someone who is **innovative**, with the **ability to drive change and improvement**, to support the development and delivery of the communications strategy

Because you will need to...

- Provide both proactive and reactive web support and digital expertise to the team and ensure consistent practices across CUBO and the Code.
- Ensure that communications content is fresh, engaging, and aligns with CUBO's communications strategy.
- Be determined and results driven.

A great **team player** who is happy working in a **small team** and willing to share ideas.

Because you will need to...

- Be able to set priorities and work to objectives with minimal supervision.
- Be able to influence with diplomacy, with strong persuasive and interpersonal skills.
- Be unflappable, with excellent judgment and problem-solving.
- Sometimes work outside normal office hours when organising or attending conferences/events.
- Undertake any other duties as directed by the Executive Director.
- Commit to always observing the organisation's Equity, Diversity and Inclusion Policy.

You might also have...

- Experience in higher education, hospitality, student accommodation, catering or conferencing sector.
- Basic knowledge of HTML.
- Marketing qualification.

We will offer...

- A full-time home-based post.
- A competitive annual salary up to **£33,966** dependent on qualifications/experience.
- A defined contribution pension scheme with **7.5% employee and 16% employer** contribution rates, together with life insurance.
- **30 days' holiday** pro rata, plus bank holidays and discretionary days' office closure.
- Support for **CPD** and appropriate training.
- This Job Description sets out current duties of the post that may vary from time to time without changing the general character of the post or the level of responsibility entailed.