

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Student Engagement and Communications Graduate Intern				
DEPARTMENT	The Library				
LOCATION	Brayford Pool, Lincoln				
JOB NUMBER	LR4069	GRADE	2	DATE	May 2013
REPORTS TO	Customer Services Manager				

CONTEXT

This internship is designed to help the Library to promote its services to students, using an authentic student voice and current technology and social media techniques to reach a wider spectrum of students.

The Library sits at the heart of the University, underpinning teaching and learning by providing access to a wide range of information resources, supported by the staff expertise and space to enable students to maximise their learning opportunities.

This new position will work closely with the Customer Services and Academic Subject Librarian (ASL) teams, whose role is to support student and staff use of the Library.

This graduate internship is a recently developed, fixed term 6 month position, designed to provide a recent graduate with relevant experience and skills. The role will require significant interaction with students and library staff.

JOB PURPOSE

The primary purpose of the role is to develop and deliver a variety of communications campaigns, designed to increase students' awareness and use of the library and its services.

The role will support the work of the ASLs, and enhance the reach of their promotional activity.

The role will provide the graduate intern with an opportunity to gain valuable work experience in the areas of communications, marketing and promotion.

KEY RESPONSIBILITIES

Responsibility 1
To work with Library staff to identify a number of 'campaign' projects to develop over the life of the role, including for Fresher's Week.
Responsibility 2
To research, devise, plan and implement communications campaigns to effectively deliver these messages to the target audiences.
Responsibility 3
To advise Library staff on incorporating a "student-friendly tone" in Library communications.
Responsibility 4
To represent the Library at University events such as open days.
Responsibility 5
To liaise with the Students' Union and the Student Engagement Officer on behalf of the Library.
Responsibility 6
Work with Library staff to promote library services and resources to students, by organising a range of appropriate events, and by using new methods of communication, including social media.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Key working relationships/networks	
Internal	External
<ul style="list-style-type: none"> • Academic Subject Librarians • Customer Services Team • Other Library Staff • Students • Academics – particularly programme and course leaders • Student Union Staff and Sabbatical Officers 	<ul style="list-style-type: none"> • Design and Marketing organisations

**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

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Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Degree – any media/marketing/communications discipline and a recent University of Lincoln graduate	E	A
Experience:		
Experience of communications projects	E	A,I
Experience of researching communications media	E	A,I
Skills and Knowledge:		
Excellent communication skills – both written and verbal	E	A,I
Good planning organisation skills	E	A,I
Good IT skills – competent user of Microsoft Office, Internet and Photoshop	E	A,I
Good knowledge of new media technologies	D	A,I
Competencies and Personal Attributes:		
Strong interest in communications	E	A,I
Ability to demonstrate creative and innovative ways of thinking	E	A,I
Ability to work with minimum supervision, and meet deadlines	E	A,I
Ability to relate to students and staff	E	A,I
Ability to interact with academic and support staff	E	A,I
Assertive and proactive	E	A,I
Business Requirements:		
May be required to work the occasional evenings and weekends	E	A,I

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

Author	LAR	HRBA	HF
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