



Public engagement support roles

Outline role profiles

Introduction

To create this resource we collected job descriptions from across the sector and tried to distil a number of commonalities for four key roles: Public Engagement Coordinator, Public Engagement Evaluation Officer, Academic Public Engagement Champion, and Head of Public Engagement, Roles vary widely in this sector, so the job descriptions here are by no means exhaustive. The examples here have a particular ‘central team flavour’ and concentrate on advising on public engagement rather than doing public engagement.

These examples are meant as a prompt and you may find you would want to make significant changes to them in your context, perhaps combining elements from the different examples, adding skills, knowledge and responsibility for doing public engagement or combining with research elements.

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JOB DESCRIPTION: Public engagement coordinator

JOB TITLE	Public Engagement Coordinator
REPORTS TO

PURPOSE OF THE JOB

This post will provide public engagement expertise to support the Public Engagement Team. This will involve working with the Public Engagement Team to provide advice to academics on their engagement activities and plans; providing training and opportunities for engagement to researchers; assessing and advising researchers on public engagement funding applications; identifying good practice, collating and sharing information and resources that enhance the understanding of public engagement; enhancing and maintaining the Public Engagement team's webpages; building internal and external relationships to provide opportunities and support for researchers undertaking public engagement.

MAIN DUTIES		% of time
1	To work with academics and advise on the development and delivery of engagement activities.	20%
2	To provide advice and brokerage between academics and non-academic groups such as festivals, community groups, cultural partners, charities etc. to enable researcher participation in public engagement opportunities.	20%
3	To provide training for researchers to enable them to develop successful public engagement activities.	15%
4	To be responsible for internal communications and web presence of the Public Engagement team, including writing case studies to promote the work of the Public Engagement Team and examples of good public engagement practice.	10%
5	To provide coordination and administrative support for the Public Engagement Team's activities to ensure successful delivery of these programmes.	10%
6	To be responsible for developing and maintaining a public engagement network for researchers to facilitate sharing of public engagement best practice.	8%
7	To assist colleagues in the Public Engagement Team in assessing funding applications to ensure quality projects are funded.	7%
8	To collect and develop resources on public engagement best practice to support the Public Engagement Team in providing advice on public	5%

	engagement to researchers.	
9	To be responsible for keeping up to date on public engagement best practice in order to share learning with the Public Engagement Team and the wider HEI network.	5%

Working Relationships and Contacts

- Reports to(e.g. Head of public engagement)
- Collaborate with members of the Public Engagement Team on implementing the team’s main aim to embed public engagement support.
- Liaise with colleagues in Professional Services working on public engagement, evaluation and impact to ensure collaboration between the public engagement team and the wider institution.
- Liaise with researchers, to provide advice on public engagement with research.
- Liaise with external partners and freelancers on projects to coordinate researcher involvement.

Dimensions

- This post will be supervised by
- The post holder [number of] direct reports

JOB DESCRIPTION: Public Engagement Evaluation Officer

PURPOSE OF THE JOB

The post holder will provide evaluation and impact expertise and analysis to support public engagement activities. This will involve working within the Public Engagement Team to evaluate the effectiveness of activities designed to embed public engagement support as well as working with researchers to support the evaluation of their activities. The evaluator's work will enable and assist with reporting to funders on our public engagement activities and successes.

MAIN DUTIES		% of time
1	To develop and maintain monitoring procedures and evaluation of the activities of the Public Engagement Team so the information can be used by the team to report to funders and inform team planning.	30%
2	To collaborate with the Public Engagement Team and colleagues in Impact to develop more effective ways of measuring, evaluating and documenting engagement activities.	30%
3	To collect and develop resources on evaluation methodologies and best practice to support the Public Engagement Team in providing advice on public engagement and evaluation to researchers.	15%
4	To provide training to researchers to enable them to integrate effective evaluation into their public engagement activities.	15%
5	To be responsible for keeping up to date on evaluation best practice in order to share learning and good practice with the Public Engagement Team and the wider HEI network.	5%
6	To work with the team to produce reports and communications which highlight best practice.	5%

WORKING RELATIONSHIPS & CONTACTS

- Reports to
- Collaborate with members of the Public Engagement Team on implementing evaluation to support the team's aims
- Liaises with colleagues in Professional Services working on public engagement, evaluation and impact to ensure effective public engagement evaluation methodologies are used.
- Liaises with researchers to provide advice on effective evaluation methodologies for specific public engagement projects.

Dimensions

- This post will be supervised by
- The post holder has [number, if any] direct reports

JOB DESCRIPTION: Academic Public Engagement Champion

JOB TITLE	Academic Public Engagement Champion – one day per week
REPORTS TO/ SUPERVISES

PURPOSE OF THE ROLE

To be a passionate advocate for public engagement, to encourage support for the University's public engagement strategy and represent the university's needs in this area in senior decision making.

MAIN DUTIES		% of time
1	Chairing the University's Public Engagement Committee/Advisory Group/Steering group	30%
2	Supporting the development and delivery of the university's public engagement strategy in collaboration with the Head of Public Engagement/Public Engagement Manager	30%
3	Advocating for public engagement at senior meetings and other strategic groups	15%
4	Representing the University at national and regional forums related to Public Engagement	15%
5	Horizon scanning of the research, public engagement and knowledge transfer landscapes in order that the institution is proactive and even pre-emptive to opportunities	5%
6	Signposting staff and students to relevant resources and sources of support	5%

PERSON SPECIFICATION

ATTRIBUTES	
Knowledge	An understanding of the public engagement landscape in relation to universities and an awareness of key definitions of public engagement.
	Knowledge of the University's social responsibility agenda/ knowledge exchange/ public and community engagement strategies
	Knowledge of research impact and its relationship to the REF
General Skills/ Attributes	Strong interpersonal communication skills, including the proven ability to work with and influence the behaviour of people at a variety of professional or academic levels, both internal and external to the organisation.

	Commitment to promoting, facilitating and fostering high quality public engagement practice
	Flexible, collaborative and supportive approach.
Experience	Experience of doing or supporting public engagement and community engagement

JOB DESCRIPTION: HEAD OF PUBLIC ENGAGEMENT

JOB TITLE	Head of Public Engagement
REPORTS TO/ SUPERVISES

PURPOSE OF THE JOB

The post holder will lead the development and implementation of the institutional strategy for Public Engagement (PE). The post holder will be responsible for ensuring PE is embedded in University structures and processes, managing the PE team, negotiating plans and budgets to secure buy-in from senior colleagues from across the institution. They will take a lead role in providing expert advice on PE to senior staff. The post holder will work proactively with Academic Departments and Professional Services to develop strategic plans and interventions to support PE activity. The post holder will be responsible for developing funding bids and opportunities to increase the capacity of the PE team and enable them to support staff and students to undertake PE.

MAIN DUTIES		% of time
1	Serve as head of the PE team, reviewing its functions and structure and taking responsibility for the management of change, staff recruitment, training and development, programme development, overall management and operational effectiveness.	20%
2	Consult, work with and if necessary negotiate with other areas of the university and senior staff to develop improved systems for supporting engagement and impact.	20%
3	Draw on theoretical knowledge, literature and best practice across the sector in order to provide strategic leadership of PE as a part of the university's vision and mission, initiating and managing change where necessary.	20%
4	Ensure that the university responds effectively to Higher Education activities and initiatives such as the Research Excellence Framework and the Knowledge Exchange Framework and the role of PE within them.	10%
5	Build relationships both internally and externally in order to broker and capitalise on opportunities for developing engagement, and/or funding.	10%
6	Coach and mentor staff in the team, helping them to develop networks within the university and cross the sector in order to support staff and enable brokerage between researchers and external PE opportunities.	10%

7	Provide advice and, where possible, practical support to academic departments wishing to undertake PE work at a strategic level. This might include giving advice on funding sources, the evaluation of PE activities and how to provide a supportive culture for PE.	10%
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