

SHAUNA KOTECHA

DIGITAL COMMS MANAGER



My name is Shauna and I currently work as a Digital Communications Officer at Queen Mary, University of London. My role is fairly varied and I often find myself taking on duties not specific to my role - for example, I often engage with admissions requirements, student enquiries and events.

More widely, I work on the creation of marketing collateral (brochures, posters, etc.), social media advertising and stakeholder management for various projects.



WHAT INSPIRED YOU TO APPLY FOR THE ROLE OF COMMS MANAGER?

I was inspired to apply for this role as I love working alongside students. My previous role was also in HE, and I am delighted to be lucky enough to work with and alongside talented young individuals. Many of the students I work with are passionate, enthusiastic and have a fresh outlook on projects. I also appreciate the varied nature of the role and the fact that it allows me to engage with multiple digital and print platforms – CMS, CRM, social media and physical marketing collateral. This has helped me to extend my experience and confidence in these areas.

WHAT DOES YOUR TYPICAL DAY LOOK LIKE WITHIN YOUR ROLE?

A typical day involves dealing with a number of digital platforms and systems. I receive a number of requests from academics and professional services staff to update the website (general information, profile pages, etc) and to publicise events, activities and research on social media. I am also responsible for writing news stories, advertising the successes of the department I work in, and publicising these stories. A lot of the work I do focuses on communicating with prospective students. This means writing and sending emails through the CRM system, organising and hosting webinars, Instagram live sessions and other activities.

WHY IS IT IMPORTANT TO HAVE MORE REPRESENTATION AND DIVERSITY OF CANDIDATES APPLYING FOR A ROLE WITHIN THE SECTOR?

I think it is extremely important to have diversity within the HE sector. The students that universities are seeking to recruit hail from a range of different backgrounds and I believe it is important that they see the same diversity reflected back in the staff of the institutions they are applying to. This is especially important in the wellbeing services, in my opinion. Many students struggle with the change that university brings and I think it is important that they are able to speak with and be supported by individuals who they perceive to be able to understand their particular situation.

WHAT WOULD YOU SAY TO WOMEN WHO ARE THINKING OF BEING PART OF THE SECTOR?

Working in HE is both rewarding and challenging. You'll often be working with colleagues from different teams across the organisation, all with different viewpoints and different ways of doing things. The job is very much like a team sport. The sector and indeed role would be perfect for you if you have a genuine interest in young people and their education, and how they can best achieve their goals.