

JOB DESCRIPTION

Job Title: External Relations Manager	Accountable to: Head of Internal and External Relations
Contract Length: One year fixed term	Hours per week/FTE: 35
	Weeks per year: 52
Salary: £33,653 - £41,329 per annum	Grade: 4
College/Service: London College of Communication	Location: Elephant & Castle

Purpose of Role:

London College of Communication is a pioneering world leader in creative communications education. We nurture and develop the critical, creative, and technical excellence needed to discover new possibilities and practices in creative communications, through a diverse, world-leading community of teaching, research and partnerships with industry. Future plans for the College include a cutting edge new building that will allow us to explore our approach to learning and teaching, engaging with our communities, and contribution to the wider creative and cultural landscape.

The purpose of this role is to develop, manage and deliver a cohesive programme of effective external relations and communications activities, initiatives and campaigns to engage our communities; raise the profile of the College, further develop our brand and enhance our strong global reputation.

Duties and Responsibilities

Principal responsibilities

- To develop, manage and deliver a cohesive programme of effective external relations activities, initiatives and campaigns for London College of Communication.
- To work with the Head of Internal and External Relations to develop and manage focused PR campaigns for the College including developing communications plans and briefs, commissioning and managing external agencies, and exploring partnership opportunities.
- To actively seek and develop ongoing strategic relationships with press and industry contacts across design, media and screen.
- To work with key senior professionals within LCC to build their external profiles for the benefit of the College including the Head of College and School Deans.
- To manage and develop crisis communications planning, preparation and response activities.
- To work with the Director and Head of Internal and External Relations on public affairs activities for the College and ensure effective liaison with the UAL Communications and External Affairs team.
- To support the Head of Internal and External Relations on developing brand policy for London College of Communication working closely with the UAL Brand team.
- To work closely and collaboratively with the Digital Content team to align external relations activities with the website, social media channels and LCC blog.
- To work closely and collaboratively with the LCC Internal Communications Executive to join up internal and external campaigns and activities.
- To work closely with the Graphic Designer to develop relevant communications materials.
- To oversee the management of effective mailing lists using Raisers Edge database working closely with the Events and Exhibitions team and Graduate Engagement Manager.

Operations and management

- To line manage and develop the External Relations Coordinator in line with University policies and procedures, instilling a positive team culture and proactive approach.
- To manage and organise ArtsTemps involvement in profile events and communications activities as required, including briefing students on specific roles/responsibilities and handling payments.
- To routinely monitor external relations budgets, run financial reports and contribute to monthly budget monitoring meetings.
- To raise purchase orders and process payments from the external relations budgets.
- To proactively review and evaluate external relations and communications activities, including the compilation and analysis of data to provide reports and insights into audience and performance.
- To oversee the management of the Communications inbox, ensuring enquiries are responded to promptly and professionally.

Departmental ways of working

- To work with the Head of Internal and External Relations to embed a new agile working approach across the team, focusing on four key areas: environment, structure, process and attitude.
- To deliver core output for external relations activities and brand.
- To contribute to Department-wide sprint campaigns delivering the fast turnaround of specific outputs that are measurable and time sensitive.
- To take an evidence-based approach to all areas, developing effective analytics and reporting tools.
- To act as a brand champion for London College of Communication.
- To work towards a fully integrated agile team across the wider Department, Business and Innovation tem, UAL Communications and External Affairs team and UAL Development team to manage effective planning so campaigns are scheduled in partnership and encourage team members to work together and share press contacts or opportunities as appropriate.
- To work collaboratively with and support the Marketing, Digital Content and Events and Exhibitions teams as appropriate.
- To work closely with colleagues across the College, including academic and admin staff, taking a joined-up approach to communications and foster a positive culture of collaboration.
- To develop effective working relationships with communications colleagues across the University and the other Colleges.

Other responsibilities

- To represent London College of Communication at relevant profile events.
- To undertake some late evening and occasional weekend work.
- To perform such duties consistent with your role as may from time to time be assigned to you anywhere within the University.
- To undertake health and safety duties and responsibilities appropriate to the role.
- To work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- To undertake continuous personal and professional development, and to support it for any staff you manage through effective use of the University's Planning, Review and Appraisal scheme and staff development opportunities.
- To make full use of all information and communication technologies in adherence to data protection policies to meet the requirements of the role and to promote organisational effectiveness.
- To conduct all financial matters associated with the role in accordance with the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships: Managers and other staff, and external partners, suppliers etc; with whom regular contact is required.

- Internal and External Relations Department
- College Management Team
- Business and Innovation Team
- Research Office
- Academic, research and professional colleagues across the College and UAL
- Human Resources
- Information Centre
- UAL Communications and External Affairs team
- UAL Development team
- Other staff, external partners and suppliers etc with whom regular contact is required.

Specific Management Responsibilities

Budgets: Yes

Staff: External Relations Coordinator

Other (e.g. accommodation; equipment):

Signed _____ Date of last review _____
(Recruiting Manager) HERA Ref 00892

Title External Relations Manager

Grade 4

Person Specification	
Specialist Knowledge/Qualifications	<ul style="list-style-type: none"> - Degree or advanced professional qualification in communications, public relations, journalism or a related discipline. - Knowledge of public/media relations strategy. - Knowledge and understanding of crisis communications. - Knowledge of public affairs. - Understanding and awareness of design and visual content and its usage within communications. - Excellent IT skills particularly to include Outlook and social media channels. - Excellent negotiation skills, to influence, persuade and network with colleagues within the College, the wider University and externally.
Relevant Experience	<ul style="list-style-type: none"> - Extensive experience of working in external relations including communications, public relations and media relations, particularly within a higher education or creative organisation. - Significant and demonstrable experience of managing projects of a concurrent and overlapping nature, to deadline and within budget. - Experience of planning, implementing and evaluating internal and external communications campaigns. - Experience of using a wide range of communications channels to deliver effective campaigns. - Experience of working in a dynamic, fast-paced and pressured work environment. - Experience of the education or not-for-profit sector. - Experience of working both independently and collaboratively. - Experience of working collaboratively with communication and/or academic colleagues. - Experience of line management. - Experience of budget and resource management.
Communication Skills	<ul style="list-style-type: none"> - Communicates effectively orally, in writing and/or using visual media.
Leadership and Management	<ul style="list-style-type: none"> - Motivates and leads a team effectively, setting clear objectives to manage performance.
Research, Teaching and Learning	<ul style="list-style-type: none"> - Uses effective teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity.
Professional Practice	<ul style="list-style-type: none"> - Contributes to advancing professional practice/research or scholarly activity in own area of specialism.
Planning and Managing Resources	<ul style="list-style-type: none"> - Plans, prioritises and organises work to achieve objectives on time.
Teamwork	<ul style="list-style-type: none"> - Works collaboratively in a team and where appropriate across or with different professional groups.
Student Experience or Customer Service	<ul style="list-style-type: none"> - Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	<ul style="list-style-type: none"> - Uses initiative or creativity to resolve problems.