

## JOB DESCRIPTION

<b>Job Title:</b> Communications Co-ordinator: Internal		<b>Accountable to:</b> Director of Marketing & Communications	
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35	<b>Weeks per year:</b> 52	
<b>Salary:</b> £34,943 - £42,914 pa		<b>Grade:</b> 4	
<b>College/Service:</b> Camberwell, Chelsea, Wimbledon		<b>Location:</b> Camberwell, Chelsea, Wimbledon	

### Purpose of Role:

The purpose of the Internal Communications Co-ordinator role is to deliver a programme of internal communications to connect, engage, inspire and inform our staff and students.

They will play a key role in supporting the realisation of our vision and our strategic objectives including the development of our multiple brands. The role is responsible for understanding and interpreting the environment in which we operate in order to inspire, inform and engage our staff and students across the three colleges covering our strategy, news, policies and procedures.

The role is responsible for supporting the delivery of our internal messages is consistent and impactful across all channels and that the reputation of colleges is protected and enhanced.

The role involves working closely with key senior staff including academics to develop a compelling narrative to help staff understand where they are going, why and the role they play.

### Duties and responsibilities

- Develop and co-ordinate our internal communications plan and calendar utilising different channels and platforms
- Co-ordinate an integrated network of staff and student communication channels, advising on effective internal communication and engagement approaches
- Support others to deliver effective engagement programmes aligned to well defined strategic outcomes.
- Create content and co-ordinate campaigns for key initiatives that are targeted appropriately for audience groups across the three colleges.
- Work alongside senior colleagues to co-ordinate internal communication strategy and plans to support our vision and strategic objectives as well as major change projects
- Support UAL-wide internal communication initiatives
- Promote good news stories internally to increase staff and student connection with the organisation and help them to identify their contribution towards its success
- Develop and edit communication materials
- Track, measure and analyse and delivery reports and updates on current communication efforts
- Co-ordinate relationships with key players to secure and grow engagement levels with staff and students
- Ensure brand narratives and values are communicated to internal stakeholders
- Co-ordinate a programme of stakeholder feedback to help ensure that all internal communication plans are evidence-based
- To work strategically with colleagues across Communication and student Recruitment Marketing teams to create a two-way flow of news, student benefits, contacts, partnerships and stories in order to create an overall coherent output across internal and external channels.
- To contribute ideas to any content planning meetings

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- To work closely with the central UAL internal communications network ensuring all internal comms are joined up
- To manage budgets allocated to internal comms activity, reporting to senior staff and finance teams
- To use techniques to bring more dense content to life
- 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 personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)
- 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
- As part of wider college delivery teams to contribute to the student experience and associated metrics including NSS and ISS

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

- Director of Marketing and Communications
- External Comms Co-ordinator
- Student Recruitment Managers and their teams
- Change Management team
- Members of CCW groups
- Student reps
- UAL Communications team

## **Specific Management Responsibilities**

**Budgets:**

**Staff:**

**Other** (e.g. accommodation; equipment):

## PERSON SPECIFICATION

<p><b>Specialist Knowledge/Qualifications</b></p>	<p>Educated to degree level in journalism, public relations or marketing is desirable</p> <p>Essential to be educated to degree level or other relevant recognised professional communication qualification</p> <p>Excellent written, editing and proofreading skills</p> <p>Journalistic ability to source stories from staff and students</p> <p>Good speaking skills</p> <p>Sensitivity to mission and vision and ability to relay to staff and students</p> <p>Excellent interpersonal skills and relationship building skills</p> <p>Creative skills to devise communication strategies</p> <p>Familiarity with information technology, especially digital and video</p>
<p><b>Relevant Experience</b></p>	<p>At least 3 years' experience of working in a communications team for a large organisation</p> <p>Experience of writing for a variety of different audiences</p> <p>General journalistic or marketing experience</p>
<p><b>Communication Skills</b></p>	<p>Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</p>
<p><b>Leadership and Management</b></p>	<p>Can work in a team effectively, completing objectives</p>
<p><b>Research, Teaching and Learning</b></p>	<p>Applies innovative approaches in teaching, learning or professional practice to support excellent teaching, pedagogy and inclusivity</p> <p>Applies own research to develop learning and assessment practice</p>
<p><b>Professional Practice</b></p>	<p>Contributes to advancing professional practice/research or scholarly activity in own area of specialism</p>
<p><b>Planning and managing resources</b></p>	<p>Plans, prioritises and manages resources effectively to achieve long term objectives</p>
<p><b>Teamwork</b></p>	<p>Works collaboratively in a team and where appropriate across or with different professional groups</p>
<p><b>Student experience or customer service</b></p>	<p>Builds and maintains positive relationships with students or customers</p>
<p><b>Creativity, Innovation and Problem Solving</b></p>	<p>Suggests practical solutions to new or unique problems</p>