

JOB DESCRIPTION			
Job Title: Communications Manager: External and Internal		Accountable to: Head of Communications	
Contract Length: temporary, maternity cover until September 2023	Hours per week/FTE: 35		Weeks per year: 52
Salary: £39,275 - £47,120 pa		Grade: 5	
College/Service: Camberwell, Chelsea, Wimbledon		Location: Camberwell/Chelsea/Wimbledon	
Purpose of Role: <p>To manage external communications activities for Camberwell, Chelsea and Wimbledon Colleges of Arts and to oversee internal communications.</p> <p>Ensuring the effective delivery of external and internal messages, extending the colleges' reach, adhering to brand guidelines and addressing the needs of different audiences and channels.</p> <p>Working closely with the Head of Communications and other colleagues, both internal and external to the University of the Arts London (UAL), developing a compelling narrative in support of college activity, and ensuring the reputation of the colleges is protected and has wide impact.</p>			
Duties and Responsibilities <ul style="list-style-type: none">To manage and implement an annual communications strategy, working closely with Head of Communications, raising the profile of Camberwell, Chelsea and Wimbledon Colleges of Arts (CCW), promoting the colleges and building external awareness and engagement with CCW's strategic priorities.To manage communications activity for the three colleges in accordance with UAL brand, to ensure content is tailored to respond to the needs of external and internal stakeholders, and to manage resources accordingly.To maximise PR and press opportunities to proactively raise the profile of the three colleges through a range of channels and to support student recruitment; developing media proposals, managing media information, promoting expert comment, writing case studies, playing a supporting role in web and events planning and delivering joined-up campaigns.To manage and evaluate the effective use of internal and external channels to ensure audience needs are met and excellent return on investment is provided.To ensure effective working relationships with Communications and Marketing teams, staff, students, alumni and external partners across the colleges for the purpose of gathering and jointly developing stories and content with which to promote college activity.To manage the communication strategy to support the colleges' annual graduate Shows, including planning PR and media campaigns, working closely with Communications Manager for Content. Working closely with marketing teams to ensure effective delivery of social media campaigns.To manage the promotion of public engagement opportunities, including events, to build College profile, reach relevant audiences and support College brand stories.To oversee internal communications to staff and students, building staff awareness and engagement with CCW's strategic prioritiesTo line-manage External Communications Coordinator and Internal Communications Co-ordinator to support the delivery of external and internal communications activity for Camberwell, Chelsea and Wimbledon Colleges of Arts.			

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- To work closely with the Marketing Managers to agree social media strategy for the three colleges, supporting and monitoring delivery on an ongoing basis

General

- Ensure compliance with law (e.g. copyright and data protection)
- 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
- Head of Communications
- Communications Manager for Content
- Head of Marketing
- Internal and External Communications Co-ordinators
- Academic course teams
- Site Development Projects Manager
- Web Editor
- Student Marketing Managers
- Senior Marketing Assistants
- UAL Communications team

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Specific Management Responsibilities

Budgets:

Staff:

- Internal and External Communications Co-ordinators

Other (e.g. accommodation; equipment):

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PERSON SPECIFICATION	
Specialist Knowledge/ Qualifications	<p>Educated to Degree level in English, Journalism, Marketing or related degree</p> <p>Basic technical knowledge of CMS</p> <p>Working knowledge of SEO and web traffic metrics</p> <p>Advanced written communication skills and excellent writing skills in English</p> <p>Advanced editing and proofreading skills</p> <p>Knowledge of compliance with copyright and data protection</p> <p>Advanced digital communication skills</p> <p>Advanced PR and media skills</p>
Relevant Experience	<p>Considerable experience in similar role</p> <p>Experience in researching, collating and summarising information from different sources</p> <p>Previous experience of creating and implementing Communication Strategy</p> <p>Experience of managing content distribution to online channels and social media platforms to increase web traffic</p> <p>Experience with social media management</p> <p>Experience with overseeing content on video sharing platforms such as YouTube</p> <p>Experience of working with multiple stakeholders</p> <p>Project management experience</p>
Communication Skills	<p>Communicates effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way</p>
Leadership and Management	<p>Motivates and leads a team effectively, setting clear objectives to manage performance</p>
Professional Practice	<p>Contributes to advancing professional practice/research or scholarly activity in own area of specialism</p>
Planning and managing resources	<p>Plans, prioritises and manages resources effectively to achieve long term objectives</p>
Teamwork	<p>Works collaboratively in a team and where appropriate across or with different professional groups</p>
Student experience or customer service	<p>Builds and maintains positive relationships with students or customers</p>
Creativity, Innovation and Problem Solving	<p>Suggests practical solutions to new or unique problems</p>