

JOB DESCRIPTION

Job Title: Communications Manager

Accountable to: Associate Director:
Communications

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £38,694-£46,423 depending on experience

Grade: 5

College/Service: Communication and External Affairs

Location: High Holborn, flexible working with travel to UAL colleges as required

Purpose of Role:

Working alongside two other Communications Managers, you will lead the team to deliver effective communications across the University, telling compelling and engaging stories, which promote UAL to staff, students and the outside world. You will help to establish our business-partnering model and embed new ways of working. You will have line management responsibility for four team members.

Duties and Responsibilities

- Lead on planning, delivery and stakeholder engagement across key communications channels for staff, students and an external audience.
- Lead on key projects and campaigns including Equality, Diversity and Inclusion initiatives.
- To engage with, and provide, communications leadership on projects and initiatives working with key stakeholders as required (including students, academics, senior managers, Arts SU, technical and support staff).
- To coordinate and provide communications support within colleges and central services.
- Ensure all activity complements the academic cycle and wider UAL engagement work, has maximum impact, is appropriate to the audience, and incorporates the UAL brand narrative.
- Support the Associate Director Communications and deputise where required.

Other conditions As a senior member of the University the following applies:

- You are expected to work such hours as are reasonably necessary to fulfil the duties and responsibilities of the role.
- You may be required to work such additional/different hours as may from time to time be necessary for the proper and efficient discharge of duties which may include evenings, Saturdays, Sundays and bank holidays.
- You may be required to travel regularly to other sites as necessary.

General

- To perform such duties consistent with your role as from time to time may 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 accordance to the University's policies and procedures, as laid down in the Financial Regulations.

Key Working Relationships:

- Associate Director: Communications
- CEA colleagues and college internal and external relations teams
- Directors and Associate Directors of services
- Colleagues in other University Services departments
- Dean of Students' office
- Arts Students' Union
- Other stakeholders across the University as required
- External contacts as required
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Specific Management Responsibilities

Budgets None

Staff: Line responsibility for four Communications Executives

Other (e.g. accommodation; equipment): None

Person Specification**1. Specialist knowledge, qualifications or relevant experience**

- Experience of delivering high impact, eye-catching communications campaigns for multi-channel platforms
- Ideally educated to degree level or with relevant, equivalent experience
- Knowledgeable about UAL and passionate about our purpose and values
- Experience of working in a creative HE environment, or in the creative and cultural industries, would be welcome

2. Communication skills, creativity, innovation and problem solving

- Able to write great copy to tell a compelling story, in plain English, translating jargon as necessary and can adapt messages for a diverse audience in inclusive and accessible ways
- Good digital communications skills across social media, online and video content, including a deep understanding of which channels are likely to have the most impact
- Ability to evaluate campaign effectiveness using analytics and adapt accordingly
- Creative with a good eye for detail, with great ideas and ready to suggest new ways of doing things.
- Anticipates difficulties and identifies practical ways of overcoming and preventing them.

3. Leadership, management, planning and teamwork

- Proven experience of leading a team, mentoring and coaching team-members in a similar environment
- Works flexibly within a team, able to collaborate with colleagues across the University and share the load to ensure delivery under pressure.
- Ability to manage a complex range of projects, campaigns and initiatives concurrently. Prioritises and manages resources to achieve short and long-term objectives.
- Builds strong working relationships with a wide range of internal and external stakeholders.

Signed Julie Dark
(Recruiting Manager)

Date of last review February 2021