

JOB DESCRIPTION

Job Title: Academic Enterprise Communications Co-ordinator **Accountable to:** AE Co-ordinator

Contract Length: Permanent **Hours per week/FTE:** Full time **Weeks per year:** 52

Salary: £28,274 - £34,515 **Grade:** 3

College/Service: Academic Enterprise **Location:** High Holborn

Purpose of Role:

The department of Academic Enterprise (AE) leads the University of the Arts London's third stream income operations and is integral to the University's long term development. As well as a focus on increasing the amount of income generated by the University from non-core teaching and research activities, AE also generates opportunities for students and graduates to engage with external businesses and other organisations. It builds on, and includes, the successful UAL Short Courses Ltd., UAL Awarding Body, the Language Centre, college and research-based enterprise, and business and innovation operations including Knowledge Exchange. Academic Enterprise not only integrates and bolsters a wide range of business and client facing work across the University but is also developing new products and services for new and existing markets.

Academic Enterprise is a successful and growing department with an anticipated combined turnover of £32m in 2017/18, from both B2B and B2C activities. There are approximately 195 staff and 650 hourly paid tutors working in Academic Enterprise operations in all UAL's Colleges as well as central university services. Each year, around 70,000 students study on short courses or qualifications offered by AE business units.

This post is part of the Central AE team which manages and supports the various business units that make up Academic Enterprise. The main aim of this role is to co-ordinate the departmental Internal Communications and raise awareness and promote AE at a university level. While based in Academic Enterprise the post holder will also need to link closely with the University's Department of Communications and External Affairs and the four college-based External Relations departments.

Duties and Responsibilities

General and Internal Communications across Academic Enterprise

- To manage the ongoing development and maintenance of the Academic Enterprise intranet pages as well as the Business section of the UAL website, including:
 - working with the College B&I teams and RMA to update the web page content and develop new case studies
 - updating the webpages for UAL Short Courses Ltd. and Short Courses for Teenagers
 - monitoring Google Analytics for the various web pages and provide feedback to the AE Management Team
 - developing an AE on-boarding section for new starters on the AE intranet pages.
- To work with the AE Co-ordinator to co-ordinate the AE Internal Communications Strategy, including the development of communication campaigns and messages to increase understanding and promote the importance of our department across UAL.
- To work with the University's Internal Communications team to develop campaigns to promote AE more broadly across UAL by:
 - feeding content through to the University's internal newsletter (The Big Picture)
 - sharing content on the Intranet (Canvas) and
 - creating a stock of content about general AE projects and activities on the Intranet.
- To co-ordinate the production of general AE communications and develop appropriate cross-departmental messaging, including:
 - the development of case studies and PowerPoint presentations about AE projects and the work the colleges do.

AE Departmental Communications

- To manage the planning, creation and delivery of the monthly AE newsletter, together with the AE Co-ordinator and Administrative Assistant. This includes the introduction of new media and formats such as:
 - the monthly AE podcast
 - infographics
 - videos
 - staff and stakeholder interviews
 - etc.
- To manage the communications for the AE Staff Development Strategy, including:
 - developing a separate 'newsletter' for various AE Staff Development activities and events
 - supporting other ad hoc duties as they arise.

Content generation for the Academic Enterprise Marketing and Sales Systems (AEMSS) project

- To review, refresh and generate new content for the AEMSS project, including:
 - reviewing and editing all business pages of UAL Short Courses Ltd. and the Language Centre and map out inconsistencies
 - generating content for UAL Short Courses Ltd.'s account set up, email alerts, invoices, etc.
 - identifying college specific content needed for UAL Short Courses Ltd.'s joining instructions
 - drafting booking confirmations and joining instruction templates for UAL Short Courses Ltd. and the Language Centre
 - rewriting and updating content for UAL Short Courses Ltd.'s subject-category pages.

Other

- To perform such duties consistent with your role that 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

- Director of AE, AE Co-ordinator and Administrative Assistant.
- Associate Director – Knowledge Exchange, and Associate Director – International Enterprise.
- College-based AE Marketing Managers and Business Managers within UAL Short Courses Ltd.
- Directors of Business and Innovation and college-based Knowledge Exchange (KE) teams.
- Marketing Lead – AEMSS Project, including staff and stakeholders involved in the AEMSS project.
- Department of Communications and External Affairs, and college-based External Relations teams.

External

- Clients and partners as appropriate.
- Specialist press contacts.
- Social media networks and followers.

Specific Management Responsibilities

Budgets: None

Staff: None

Other (e.g. accommodation; equipment): Business pages of the UAL website; AE section of the UAL intranet.

Signed _____ Date of last review _____
(Recruiting Manager)

Person Specification	
Specialist Knowledge/ Qualifications	<p>First degree in either a humanities subject or Communication/Marketing.</p> <p>Post-graduation work experience in external and/or internal communications.</p> <p>HE policy issues.</p> <p>Strong eye for graphic design.</p> <p>Experience of producing visual and audio communication content, incl. infographics, podcasts, etc. (desirable).</p> <p>Knowledge of Adobe Creative Suite including: (desirable)</p> <ul style="list-style-type: none"> • Photoshop • Illustrator • InDesign. <p>Knowledge of sound and recording/editing software for podcasts including: (desirable)</p> <ul style="list-style-type: none"> • Audacity or similar software <p>Knowledge Exchange policy issues (desirable).</p>
Relevant Experience	<p>B2B external communications including web and social media.</p> <p>Copywriting experience and content writing for the web.</p> <p>Internal communications within a multi-brand, distributed private or public organisation.</p> <p>Development of internal communications campaigns to promote and increase the awareness of a business or brand.</p> <p>Experience of working with brands in a multi-brand environment (desirable).</p>
Communication Skills	Communicates effectively orally, in writing and using visual media.
Leadership and Management	Supervises and motivates distributed individuals and a team effectively, setting clear objectives to manage performance.
Planning and Managing Resources	Plans, prioritises and organises work to achieve objectives on time.
Teamwork	Works collaboratively in a team and across or with different professional groups.
Student Experience or Customer Service	Builds and maintains positive relationships with students or customers.
Creativity, Innovation and Problem Solving	Uses initiative or creativity to resolve problems.

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria.

Last updated: April 2018