

JOB DESCRIPTION	
<b>Job title:</b> Internal Communications Executive	<b>Accountable to:</b> Head of Communications
<b>Contract length:</b> Permanent	<b>Hours per week:</b> 35 <b>Weeks per year:</b> 52
<b>Salary:</b> £34,326 – £42,155	<b>Grade:</b> 4
<b>Service:</b> Communications and External Affairs	<b>Location:</b> London College of Communication, Elephant & Castle with frequent travel to High Holborn and other UAL colleges
<p><b>What is the purpose of the role?</b></p> <p>We have created a virtual Internal Communications team, with representatives in each college working with a central team, to deliver joined-up, comprehensive internal communications to staff and students across UAL.</p> <p>We are now looking to recruit an Internal Communications Executive to join our team, who will focus on communications to staff and students at London College of Communication (LCC) as well as cross-UAL campaigns. The post holder will be responsible for working within the college communications team and with colleagues across the wider university to deliver and maintain effective internal communications through a variety of channels; telling compelling stories; providing timely information to staff and students, promoting college and university-wide initiatives ensuring they are joined up and that they maximise engagement.</p> <p>The successful candidate will be an organised, enthusiastic and a hard-working team player with excellent written and verbal communication skills. They will also be digitally savvy, have excellent IT knowledge and skills.</p>	
<p><b>Duties and Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Take the lead on internal communications for LCC working with the college communication team and wider university team.</li> <li>• Coordinate, prepare, promote, deliver and monitor regular internal communications channels for staff and students, including input into newsletters, briefings, digital channels, posters, social media, presentations, including sourcing content from relevant sources.</li> <li>• Translate academic and technical jargon into appropriate language to deliver effective communications to a variety of audiences.</li> <li>• Take the lead on key projects, initiatives, campaigns and represent LCC and the Internal Communications team as appropriate.</li> <li>• Engage with, and provide, internal communications support on projects, working with key stakeholders as required (including LCC Executive Board, students, academics, Arts SU and support staff).</li> <li>• Work in unison with colleagues from LCC and other colleges and services plus Arts SU to maximise the impact of communications activity across UAL.</li> <li>• Use design skills to ensure all internal communications materials have impact and are appropriate to the audience.</li> <li>• Manage communications campaigns which go across internal and external channels.</li> <li>• Work with the wider team to deliver employee and student engagement feedback mechanisms, including forums and discussion groups, disseminating results and assisting in the creation of effective action plans across the organisation.</li> </ul>	

- Organise and promote events, departmental updates and staff briefings. Take responsibility for preparing communications materials to support these events.
- Input into a shared events calendar/ planning tool for all internal communication activity.

### **General**

- Assume other reasonable duties consistent with your role, as determined xxx, which may be assigned to you anywhere within the University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity in your work.
- 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.
- 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.

Conduct all financial matters associated with the role accordance to the University's policies and procedures, as laid down in the Financial Regulations.

- To personally contribute towards reducing the university's impact on the environment and support actions associated with the UAL Sustainability Manifesto (2016 – 2022)

### **Key Working Relationships**

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

- Head of Communications, UAL
  - Head of Internal & External Relations, LCC
  - LCC Communications team
- Virtual IC team
- Head of College and members of LCC Executive Board
  - Other LCC colleagues and stakeholders
- Arts Students' Union & Dean of Students' office
- Other stakeholders across the university as required
- External contacts as required

### **Specific Management Responsibilities**

Budgets: None

Staff: None

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

Last updated: September 2018

PERSON SPECIFICATION	
<b>Specialist Knowledge/Qualifications</b>	<ul style="list-style-type: none"> <li>• Demonstrable experience of generating effective communication messages and campaigns</li> <li>• Able to write great copy and tell a compelling story, translating jargon as necessary</li> <li>• Experience of editing a website/intranet on a day-to-day basis</li> <li>• Exceptional IT knowledge and skills</li> <li>• Demonstrable experience of using design technology eg InDesign, Photoshop, Illustrator</li> <li>• Experience of managing digital communication/ social media communications</li> <li>• Knowledgeable about our business and passionate about our purpose and values</li> <li>• Educated to degree level</li> </ul>
<b>Relevant Experience</b>	<ul style="list-style-type: none"> <li>• Proven experience of working in a similar communications role</li> <li>• Experience in creating relationships with internal stakeholders at all levels</li> <li>• Experience of working in an Internal Communications and/or External Relations department</li> <li>• Experience in delivering high-quality and visually impactful communication materials</li> <li>• Experience of working in a creative HE environment, or in the creative and cultural industries, would be welcome</li> </ul>
<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>• Excellent organisational, planning and project management skills, with the ability to think ahead, prioritise and work flexibly and accurately when under pressure</li> <li>• Strong written and verbal communication skills, with excellent ability to write in plain English</li> <li>• Good interpersonal skills, with the ability to build strong working relationships</li> <li>• Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</li> <li>• Excellent writing skills with demonstrable experience of writing copy for impactful communications</li> </ul>

<b>Professional Practice</b>	<ul style="list-style-type: none"> <li>• Ability to apply skill, knowledge and experience to work and seeks opportunities to improve</li> <li>• Commits to own development through effective use of UAL's appraisal scheme and staff development processes</li> </ul>
<b>Planning and Managing Resources</b>	<ul style="list-style-type: none"> <li>• Plans, prioritises and manages resources effectively to achieve short and long term objectives</li> </ul>
<b>Teamwork</b>	<ul style="list-style-type: none"> <li>• Ability to lead and develop internal networks, actively seeking to build productive and enduring relationships to strengthen working relationships and foster collaboration.</li> <li>• Works collaboratively in a team and where appropriate across or with different professional or student groups and with Arts SU</li> <li>• Prepared to work flexibly to share the load across the team to ensure maximum collective delivery</li> </ul>
<b>Creativity, Innovation and Problem Solving</b>	<ul style="list-style-type: none"> <li>• Creative with a good eye for what makes something visually appealing and impactful</li> <li>• Good knowledge of InDesign, Illustrator, PhotoShop or other design packages would be an advantage</li> <li>• Has good ideas and is not afraid to suggest new ways of doing things</li> <li>• Suggests practical solutions to new or unique problems</li> <li>• Anticipates difficulties and identifies practical ways of overcoming and preventing them</li> </ul>

Please make sure you provide evidence to demonstrate clearly how you meet these criteria, **which are all essential unless marked otherwise**. Shortlisting will be based on your responses.