

| JOB DESCRIPTION | |
|---|--|
| Job title: Communications Manager | Accountable to: Head of Internal Communications |
| Contract length: Permanent | Hours per week: 35 Weeks per year: 52 |
| Salary: | Grade: 5 |
| Service: Operations and External Affairs | Location: High Holborn with frequent travel to UAL colleges |
| <p>Who are we?</p> <p>These roles sit within the Communications and External Affairs department which works right across the university. Our dynamic virtual team has members in the centre, at each of our colleges, in IT and Estates. We deliver coordinated communications plus staff/student engagement both locally within colleges and services as well as across the whole university.</p> | |
| <p>Purpose of the role</p> <p>We are looking for two exceptional Communications Managers to be part of our virtual team. Working with colleagues in the centre, our six colleges, in Estates and IT and the Students' Union, you will lead on the delivery of joined-up, proactive and comprehensive communications across UAL through a variety of channels. This will include telling compelling stories; leading on key projects, initiatives and campaigns; promoting college and university-wide initiatives, IT and change communications and planning and delivering a programme of activities and events. You will have line responsibility for four members of the virtual team.</p> | |
| <p>Duties and responsibilities</p> <ul style="list-style-type: none"> • To lead on the coordination, preparation, promotion, delivery and monitoring of regular communications channels for staff and students, including input into newsletters, briefings, digital channels, posters, social media, presentations, sourcing content from relevant sources. • To lead on key initiatives including those which form part of the pan-UAL student engagement programme, Making it Happen. • To lead on strategic communications for key Equality, Diversity and Inclusion initiatives across the university. • To support the Head of Internal Communications and deputise as required on key strategic initiatives and university-wide projects. • 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 have line responsibility for four Internal Communications Executives. • To provide additional communications support within colleges and central services as needed. • Coordinate communications campaigns which go across internal and external channels. • To ensure the UAL brand narrative is incorporated into all communications activity. • Lead on the delivery of 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. • To take responsibility for the communications planning process to ensure activity complements the academic cycle and wider engagement imperative. | |

- To use design skills to ensure all communications materials have maximum impact and are appropriate to the audience.

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 regularly travel to other sites as necessary.

General

- Assume other reasonable duties consistent with your role, 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

- Head of Internal Communications
- Virtual IC team
- Communications colleagues
- Directors and Associate Directors of services
- Technology and IT departments
- Dean of Students' office
- Arts Students' Union
- Other stakeholders across the university as required
- External contacts as required

Specific management responsibilities

Staff: Line responsibility for four members of staff

Last updated: October 2018

[Include structure chart if available/appropriate]

PERSON SPECIFICATION

| | |
|-------------------------------------|---|
| Specialist knowledge/qualifications | <ul style="list-style-type: none"> ○ Demonstrable experience of leading campaigns and generating effective communication messages ○ Able to write great copy and tell a compelling story, translating jargon as necessary ○ Experience of managing staff in a similar environment ○ Experience of editing a website/intranet on a day-to-day basis ○ Exceptional IT knowledge and skills ○ Experience of managing digital / social media communications ○ Demonstrable experience of using design technology eg InDesign, Photoshop, Illustrator ○ Knowledgeable about our business and passionate about our purpose and values ○ Ideally educated to degree level |
| Relevant experience | <ul style="list-style-type: none"> ○ Proven experience of working in a similar communications management role ○ Experience of creating relationships with internal and external stakeholders ○ Experience in delivering high-quality and visually impactful communication materials |
| Communication skills | <ul style="list-style-type: none"> ○ Excellent organisational, planning and project management skills, with the ability to think ahead, prioritise and work flexibly and accurately when under pressure ○ Strong written and verbal communication skills, with excellent ability to write in plain English and deliver impactful communications ○ Good interpersonal skills, with the ability to build strong working relationships ○ Ability to communicate effectively orally and in writing, adapting the message for a diverse audience in an inclusive and accessible way |
| Leadership and management | <ul style="list-style-type: none"> ● Experience of leading a team ● Ability to mentor and coach team-members effectively ● Ability to manage a complex range of projects, campaigns and initiatives concurrently |
| Professional practice | <ul style="list-style-type: none"> ○ Commits to own development through effective use of UAL's appraisal scheme |

| | |
|--|--|
| | <p>and staff development processes</p> <ul style="list-style-type: none"> ○ Experience of working in a creative HE environment, or in the creative and cultural industries, would be welcome |
| Planning and managing resources | <ul style="list-style-type: none"> ○ Plans, prioritises and manages resources effectively to achieve short and long term objectives |
| Teamwork | <ul style="list-style-type: none"> ○ Able to lead and develop internal and external networks, actively seeking to build productive and enduring relationships to foster collaboration ○ Works collaboratively in a team and where appropriate across or with different professional or student groups and Arts SU ○ Prepared to work flexibly to share the load across the team to ensure maximum collective delivery |
| Creativity, innovation and problem solving | <ul style="list-style-type: none"> ○ Creative with a good eye for what makes something visually appealing and impactful ○ Has good ideas and is not afraid to suggest new ways of doing things ○ Anticipates difficulties and identifies practical ways of overcoming and preventing them |

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.

Last updated: November 2018