

JOB DESCRIPTION	
Job title: Communications Executive: Knowledge Exchange	Accountable to: Communications Manager
Contract length: Permanent	Hours per week: 35 Weeks per year: 52
Salary: £34,943 – £42,914	Grade: 4
Service: Academic and Development Services	Location: High Holborn and Kings Cross, with travel to other UAL colleges as required
<p>What is Knowledge Exchange?</p> <p>Knowledge Exchange encompasses a wide range of cutting-edge initiatives, global projects and dynamic partnerships delivered by universities and partner organisations - all designed to have a positive impact on society.</p> <p>The Knowledge Exchange department at UAL coordinates collaboration between universities and non-academic partners to deliver commercial, environmental, cultural and societal benefits, opportunities for students, and economic growth.</p> <p>We are looking for someone to help communicate our distinctive vision – to showcase how UAL’s extensive network of partnerships within the public, private and third sectors, our highly entrepreneurial students and graduates, our extensive work with local and global communities and our specialist knowledge and practice base – makes us a leader in the field.</p> <p>The right candidate will be an outstanding communicator and will create rich content to tell our Knowledge Exchange story.</p>	
<p>What is the purpose of the role?</p> <p>The primary roles of the post-holder will be to:</p> <p>1) Coordinate and deliver integrated communications about UAL’s Knowledge Exchange activities across key channels; identifying story opportunities and promoting university-wide initiatives to maximise engagement from staff, students and the outside world.</p> <p>2) Create dynamic, rich content that tells compelling and engaging stories about UAL’s Knowledge Exchange activities – reaching internal and external audiences, and promoting the value that UAL’s expertise and talent creates when applied to real world challenges.</p>	
<p>Duties and Responsibilities</p> <p>Coordinate and deliver UAL-wide Knowledge Exchange communications</p> <ul style="list-style-type: none"> • To help create and deliver a multichannel communication framework for Knowledge Exchange across internal and external channels • To coordinate, promote and monitor regular communications around Knowledge Exchange activity across both key internal stakeholders, including staff and students, as well as key external stakeholders from industry, the HE sector, media, policy and influencers, amongst others • To help devise key campaigns around Knowledge Exchange, helping coordinate, promote and monitor activity across key communication channels, including newsletters, briefings, presentations, press and media; digital channels, posters, signage, social media; identifying gaps and opportunities for strategic promotion • To work with colleagues across UAL and its constituent colleges to identify relevant internal and external sources, including students, academics, learning and teaching staff, industry partners, amongst others; to gather rich content including imagery, interviews and other elements as required 	

- Organise and promote internal and external events, departmental updates and staff briefings; to prepare communications materials to support these events
- To input into a shared events, editorial calendars and planning tools for all communication activity

Producing, managing and disseminating new creative content

- To create and /or assist with the commissioning of rich, multi-channel audio-visual content to support the aims of Knowledge Exchange across internal and external audiences
- To liaise with key stakeholders within both the University's central and the college-based marketing, communications, brand and digital teams to agree content and dissemination plans
- To lead teams of students and/or graduates who may be employed to capture content, such as by directing productions to assure quality
- To establish robust processes for managing media content; backing up, sharing and organising/ tagging data to facilitate efficient retrieval
- Harness content – including interviews with attendees - at Knowledge Exchange events for internal and external audiences

General

- To perform such duties consistent with your role as from time to time may be assigned to you anywhere within the University.
- You may be required to regularly travel to other sites as necessary.
- 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

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

- Communications Manager
- Knowledge Exchange Continuous Improvement Manager
- Associate Director of Communications
- Director of Knowledge Exchange
- Other colleagues within the Knowledge Exchange community
- Directors of Business and Innovation and their teams
- Temporary staff hired to produce content
- Colleagues across Marketing, Communications, Brand, Digital teams Academic staff
- Other stakeholders across the university as required
- External contacts as required

Specific Management Responsibilities

Budgets: Oversees individual project budgets

Staff: None

Other: None

PERSON SPECIFICATION

Specialist Knowledge/ qualifications	<ul style="list-style-type: none"> ○ Demonstrable experience of generating effective communication messages and campaigns ○ Able to write great copy and tell a compelling story, translating jargon as necessary ○ Experience of creating audio visual content to tell stories and showcase initiatives ○ Experience of managing projects, initiatives and campaigns ○ Excellent IT skills with demonstrable experience of using design technology eg InDesign, Photoshop, Illustrator, Premiere, After Effects ○ Experience of managing digital communication/ social media communications ○ Knowledgeable about our business and passionate about our purpose and values ○ Educated to degree level
Relevant Experience	<ul style="list-style-type: none"> ○ Proven experience of working in a similar communications role ○ Experience of creating content in a variety of formats including film / video ○ Experience in creating relationships with internal and external stakeholders at all levels ○ 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 ○ Good interpersonal skills, with the ability to build strong working relationships ○ Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way ○ Excellent writing skills with demonstrable experience of writing copy for impactful communications

Research, Teaching and Learning	<ul style="list-style-type: none"> ○ Ability to apply skill, knowledge and experience to work and seeks opportunities to improve
	<ul style="list-style-type: none"> ○ Commits to own development through effective use of UAL's appraisal scheme and staff development processes
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"> ○ Ability to lead and develop internal and external networks, actively seeking to build productive and enduring relationships to strengthen working relationships and foster collaboration. ○ Works collaboratively in a team and where appropriate across or with different professional or student groups and with Arts SU ○ Prepared to work flexibly to share the load across the team to ensure maximum collective delivery
Student experience or customer service	<ul style="list-style-type: none"> ○ Experience of working in a creative HE environment, or in the creative and cultural industries, would be welcome
Creativity, innovation and problem solving	<ul style="list-style-type: none"> ○ Creative with a good eye for what makes something visually appealing and impactful ○ Expertise in film editing processes ○ Good knowledge of InDesign, Illustrator, PhotoShop or other design packages would be an advantage ○ Has good ideas and is not afraid to suggest new ways of doing things ○ Suggests practical solutions to new or unique problems ○ 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: January 2020