

JOB DESCRIPTION

Job Title: Director of Internal and External Relations

Accountable to: Head of College

Contract length: Maternity cover, up to 12 months

Grade: Individual contract

Salary: £62K

Location: London College of Communication,
Elephant and Castle

College/service: London College of Communication

Purpose of Role:

London College of Communication is a pioneering world leader in creative communications education. We nurture and develop the critical, creative, and technical excellence needed to discover new possibilities and practices in creative communications, through a diverse, world-leading community of teaching, research and partnerships with industry. Future plans for the College include a cutting edge new building that will allow us to explore our approach to learning and teaching, engaging with our communities, and contributing to the wider creative and cultural landscape.

The main objective of this role is to provide strategic leadership and direction for the development, implementation and review of effective internal and external relations strategies to underpin London College of Communication's strategic objectives and ensure the College has a strong, positive external profile.

Reporting directly to the Head of College, the Director of Internal and External Relations will lead, develop, and manage the College's Internal and External Relations department, aligning work streams and maximising synergies across the teams. The specialist department develops and delivers a wide ranging, cohesive and effective programme of activities, initiatives and campaigns that engage our communities, raise the profile of the College, further develop our brand and enhance our strong global reputation. This includes: College brand and identity, digital content, event and exhibition management, external relations, graduate relations, graphic design, internal communications, marketing for student recruitment, media relations, and reputation management.

As a member of the College's Executive Management Team, the post holder will play a full and active role in the strategic development and operation of London College of Communication, working closely and collaboratively with the Head of College, Deans, Director of College Administration, Director of Business and Innovation, Director of International, Associate Dean of Research and the Head of Technical Resources.

The Director of Internal and External relations will also work collaboratively with colleagues and key stakeholders across the University and other Colleges to share best practice and enable a joined up approach to areas of mutual interest.

Duties and Responsibilities

Principal responsibilities

- To provide strategic direction and leadership in devising, developing, and implementing internal and external relations strategies and campaigns for London College of Communication to raise our external profile, engage key audiences and enhance our strong global reputation.
- To be an active member of the College Executive Group and College Operational Group, supporting all aspects of strategic and operational planning and providing guidance in relation to internal and external relations activities for the College.
- To lead on reputation management and crisis management for the College, working collaboratively with senior colleagues at the College and University.
- To lead on developing the brand narrative, visual identity and key messaging for the College, working collaboratively with senior colleagues at the College and the UAL Brand team.
- To oversee the development and delivery of effective external relations campaigns and initiatives for the College; including public relations campaigns, and proactive and reactive media relations.
- To oversee the development and delivery of effective internal communications and engagement campaigns and initiatives for the College, working collaboratively with the University-wide internal communications team.
- To oversee the development and delivery of effective digital content campaigns and initiatives for the College; including social media management, content production, and digital presence.
- To oversee the development and delivery of effective marketing for student recruitment campaigns and initiatives for the College; including recruitment events, advertising campaigns and conversion marketing activities.

- To work with the Director of Business and Innovation, Head of Internal and External Relations and the Graduate Engagement Manager to develop a strategic plan for graduate engagement for the College and oversee its implementation and delivery.
- To oversee the development of the College's approach to audience engagement and, alongside the Regeneration and Cultural Partnerships Manager and Head of Internal and External Relations, to rethink and initiate the College approach to visitor experience and community engagement including a focus on the new opportunities presented by the future London College of Communication building. To contribute to related strategies for this key area of work as they develop.
- To oversee the development and delivery of an effective showcase strategy for the College; the implementation of the College's cohesive programme of events, exhibitions and related activities to showcase our specialisms of design, media and screen; and the creation and development of a strategic approach to profile venue partnerships and maximising the potential opportunities this presents.
- To lead and manage change to realise College strategic and business objectives across all Internal and External relations activities.
- To foster partnerships and collaborations, both internal and external to the University, creating a network of contacts to support a shared understanding, to influence developments, and to promote the College.
- To manage the College Internal and External Relations budget, including financial projections and planning.
- To provide direct leadership and management for the Head of Internal and External Relations, Senior Digital Content Manager and Senior Marketing Manager, liaising and meeting regularly to plan and adapt service delivery, delegating responsibility for budgets and resources within the teams.
- To provide strategic direction, guidance and advice for senior managers on all internal and external relations issues.
- To provide strategic statistical information and insight as required to support financial planning, academic development and student recruitment strategies.
- To lead College working groups and projects, as required.

Departmental ways of working

- To instil and foster a positive, collaborative working culture within the Internal and External Relations Department.
- To lead the Internal and External Relations Senior Management Team to embed a new agile approach across the Department, focusing on four key areas: environment, structure, process and attitude. To lead on developing and implementing specific Department sprint campaigns, delivering the fast turnaround of specific outputs that are measurable and time sensitive.
- To lead the Internal and External Relations Senior Management Team in defining, reviewing and implementing strategies across the whole department and ensuring a holistic, joined up approach to maximise synergies.
- To oversee the development and delivery of the core output across the Department, ensuring that it meets the strategic and operational needs of the College with a focus on positive staff, student, graduate and customer experience.
- To lead the Internal and External Relations Senior Management Team to take an evidence-based approach to all areas, developing effective analytics and reporting tools.
- To act as a brand champion for London College of Communication.
- To engage key stakeholders across the College, including academic, research, technical, professional and administrative staff, fostering a positive culture of collaboration and taking a joined-up approach.
- Through regular away day activities, to ensure the College's strategic plan and the Internal and External Relations vision, is communicated to and embraced by the Department.

Working across the university

- To work collaboratively with the internal and external relations Directors at the University and other Colleges and to contribute to relevant university strategies.
- To work collaboratively with the UAL Development Team.
- To represent the College on relevant internal and University committees, project boards and working groups as required.

General

- To represent London College of Communication at relevant profile events.
- To undertake some late evening and occasional weekend work.
- To perform such duties consistent with your role as 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.

- Head of College and Pro Vice Chancellor, Deans and Associate Deans
- Director of College Administration
- Director of International
- Internal and External Relations Team
- Business and Innovation Team
- College Operational Group
- UAL Communications and External Affairs Team
- UAL Development Team
- UAL Student Recruitment and Marketing Team
- Academic, research and professional colleagues across the College and UAL
- External key stakeholders and contacts

Specific Management Responsibilities

Budgets: Circa £300k

Staff: 20 including four direct reports: Head of Internal and External Relations, Senior Digital Content Manager, Senior Marketing Manager, and Internal and External Relations Project Coordinator.

Other (e.g. Accommodation; equipment): As appropriate

Title: Director of Internal and External Relations Grade: Individual Contract

All shortlisted applicants will be required to undertake the CREDO on-line personality assessment. This assessment provides us with a valuable insight into your preferred working style, temperament, interests and values. We will use your assessment to focus our interview discussion with you, in order to assess the fit between your profile and the role. At the end of the selection process each candidate will be offered the opportunity to receive a copy of the CREDO candidate development report. Staff selection decisions will never be made solely on the basis of a psychometric assessment

Person Specification	
Specialist Knowledge/ Qualifications	<p>Knowledge of and an interest in creative communications including design, media and/or screen.</p> <p>Knowledge of other major art, design, media, screen and higher education institutions.</p> <p>Relevant qualification, ideally in a communications-based subject (degree or advanced professional qualification).</p> <p>Knowledge and understanding of internal and external relations strategies.</p> <p>Knowledge and understanding of crisis and reputation management.</p> <p>Knowledge and understanding of audience segmentation and customer relationship management.</p> <p>Knowledge and understanding of audience engagement strategies including local community, graduate, alumni and/or industry.</p>
Relevant Experience	<p>Solid record at a senior level in internal and external relations, within an institution and sector of similar scale, ideally within higher education.</p> <p>Record of devising and implementing effective external relations strategies, with effective strategic coordination.</p> <p>Experience of public affairs.</p> <p>Proven experience in developing, planning, leading and the delivery of a wide-ranging programme of activities.</p> <p>Extensive experience of stakeholder engagement strategies and engaging key audiences, local communities or wider public through external relations campaigns and activities.</p> <p>Experience of working as part of a senior leadership team.</p> <p>Experience of working in a dynamic and high-pressured work environment.</p> <p>Experience of the education or not-for-profit sector.</p>
Communication Skills	<p>Communicates persuasively and with gravitas adapting the style and message to a diverse internal or external audience in an inclusive and accessible way.</p>

Leadership and Management	Motivates and leads effectively, setting the strategic direction and promoting collaboration across formal boundaries.
Professional Practice	Contributes to advancing professional practice/research or scholarly activity in own area of specialism including external networks and conferences.
Planning and Managing Resources	Effectively plans, prioritises and manages the delivery of complex projects or activities to achieve long term strategic objectives.
Teamwork	Contributes effectively to a senior leadership team, setting the strategic direction for one or more function and fosters constructive relationships across the organisation.
Student Experience or Customer Service	Provides effective strategic leadership for enhancing the student or customer experience to promote an inclusive environment for students, colleagues or customers.
Creativity, Innovation and Problem Solving	Initiates innovative solutions to problems which have a strategic impact.

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