

Job Title	Salary
Head of Internal and External Relations	£48,534 – £58,474
Contract Length	Hours/FTE
Permanent	35 (1.0 FTE)
Grade	Location
6	Camberwell, Peckham, and Holborn
Accountable to	College/Institute/Service
Dean, UAL Creative Computing Institute	UAL Creative Computing Institute
Purpose of Role	
<p>The main objective of this role is to ensure CCI has a strong external and internal profile as a world class centre for research and teaching for computing. The post holder will take a key role in shaping brand narrative and key messages for the Creative Computing Institute, evidencing and demonstrating the research, educational, economic and social impact of the Institute as well as developing new future opportunities. Central to this is reputation management; working in collaboration with stakeholders across the Institute and wider University to lead on the development and delivery of positive experiences for our key communities including staff, students, graduates, research collaborators and external audiences.</p>	
<p>Working with senior stakeholders, the Head of Internal and External Relations leads on the development of external relations strategies to deliver a cohesive and effective programme of activities, initiatives and campaigns that engage our communities, raise the profile of the Institute, further develop our brand, and enhance our global reputation.</p>	
<p>The Head of Internal and External Relations will align work streams and maximise synergies across the Internal and External Relations Team, Institute and University teams, contributing to the strategic direction of the team and Institute as a whole. The role will be instrumental in ensuring the delivery of the team's core activities, as well as driving forward key campaigns aligned with new ways of agile working.</p>	
Duties and Responsibilities	
<p>Principal Responsibilities</p> <ul style="list-style-type: none"> • To develop and implement the internal and external relations strategy for UAL Creative Computing Institute to raise our external profile, engage key research and prospective student audiences and enhance our global reputation. • To create and implement an editorial calendar across the year. • To support central university External Relations on crisis management and reputation management when appropriate. • To work with the Dean and support central university communications and other senior stakeholders to develop the brand narrative, visual identity, and key messaging for the Institute. • To lead on external relations activities; responsible for devising and delivering effective public relations campaigns, and proactive and reactive media relations. 	

- To oversee the development and delivery of an institute staff engagement and internal communications plan working closely with the Dean and UAL Head of Internal Communications.
- To lead on the delivery of external relations collateral as part of the ongoing development of the Institute's visual identity, ensuring they effectively convey key messaging and brand and meet audience needs.
- To develop the Institute's approach to audience engagement and contribute to the delivery of positive experiences for staff, students, graduates, and key external audiences through internal and external relations activities.
- To take joint responsibility in your area of expertise, alongside colleagues for delivering the digital hub community engagement programme at The Hub at Eagle Wharf in Peckham.
- To lead on the creation and development of a five-year showcase strategy for the Institute.
- To direct the implementation of the Institute's cohesive programme of events, exhibitions, and related activities to showcase our specialisms in creative computing and our related research activities.
- To lead on the creation and development of a strategic approach to profile venue partnerships and maximise the potential opportunities this presents.
- To be the Institute lead for alumni relations and development. Working alongside UAL colleagues on relationship management, engagement approaches and prospect development in line with university strategies.
- To contribute to the development of Institute strategy and policy by representing the Team at relevant Institute and University boards, groups and projects.
- Ensure coherent messaging across the multiple sites of the Institute to facilitate community and coherence in a multi-site context.

Operations and management

- To take a senior leadership role in the Internal and External Relations Team, setting an example for staff and providing leadership across the whole team as well as those directly line managed.
- To be the senior operational lead across the whole IER Team; establishing, developing and maintaining a joined up and holistic operational plan that supports the strategic objectives of the CCI, encompasses all internal and external relations activity and exploits opportunities for synergies.
- To manage all local student recruitment and marketing (SMR) activity and staff.
- To provide senior representation for the Institute at meetings and events.
- To work collaboratively with relevant teams across UAL
- To lead on the monitoring of overall Department expenditure and proactively contribute to annual budget setting.
- To monitor, evaluate and report progress on a regular basis to the Dean and

Institute management group.

Departmental ways of working

- To work with the Internal and External Relations Team to embed an agile approach across the Department, focusing on four key areas: environment, structure, process, and attitude.
- To lead on the development and oversee the delivery of core output of the Department, specifically in relation to the Institute brand, events and exhibitions, graduate engagement, and internal and external communications.
- To lead on developing and delivering specific Department sprint campaigns related to these areas, delivering the fast turnaround of specific outputs that are measurable and time sensitive.
- To act as a brand champion for UAL Creative Computing Institute.
- To engage key stakeholders across the university, including academic, research, technical, professional, and administrative staff, fostering a positive culture of collaboration and taking a joined-up approach.

General

- 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 Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion 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 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.
- 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
- External partners
- UAL Student Marketing and Recruitment Team
- UAL Digital Team

Specific Management Responsibilities

Budgets

Management and setting of IER budget.

Staff

Line management of IER team, including Events Coordinator, Student Marketing and Recruitment Officer, Community Programme Lead, and Social Media and Web Officer.

Other

None

Signed: Ben Stopher
Dean, UAL Creative Computing Institute
Recruiting Manager

Date of last review: 11th November 2022

Person Specification	
Specialist Knowledge/ Qualifications	<p>Knowledge of and an interest in computing design and media and/or the arts.</p> <p>Knowledge of other major art, design, media and higher education institutions.</p> <p>Relevant qualification, ideally in the arts or communications-based subjects (degree or advanced professional qualification).</p> <p>Knowledge of crisis and reputation management.</p> <p>Knowledge of internal communications strategies.</p> <p>Understanding of audience engagement strategies including local community, graduate, alumni and/or industry.</p>
Relevant Experience	<p>Solid record at a senior level in external relations, within an institution and sector of similar scale, ideally within higher education</p> <p>Extensive experience of stakeholder engagement.</p> <p>Experience of public affairs.</p> <p>Proven experience in developing, planning, managing, and overseeing the delivery of a programme of activities.</p> <p>Experience of engaging key audiences, local community or wider public through external relations activities.</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	Communicates technical or specialist ideas or information persuasively adapting the style and message to a diverse audience in an inclusive and accessible way
Leadership and Management	Motivates and leads a team effectively, setting clear objectives to manage performance.
Professional Practice	Applies innovative approaches to leadership, professional practice to support inclusivity
Planning and Managing Resources	Effectively plans and manages operational activities or large projects to achieve long term objectives.

Teamwork	Builds effective teams, networks or communities of practice and fosters constructive cross team collaboration.
Student Experience or Customer Service	Makes a significant contribution to improving the student or customer experience to promote an inclusive environment for students, colleagues, or customers.
Creativity, Innovation and Problem Solving	Identifies innovative solutions to problems to bring a wider benefit to the organisation