

JOB DESCRIPTION

Job Title: Communications Executive

Accountable to: Communications Manager

Contract Length: Permanent

Hours per week/FTE: 35

Weeks per year: 52

Salary: £34,943- £42,914 per annum

Grade: 4

College/Service: Communication and External Affairs

Location: High Holborn, flexible working and with travel to other UAL colleges as required

Purpose of Role:

You will tell compelling and engaging stories which promote UAL; you will deliver key communications on a variety of channels to keep staff, students and the outside world informed.

Duties and Responsibilities

- Work across internal and external communications, identifying story opportunities and gathering rich content to promote the university and colleges
- Maximise engagement from our audiences including staff, students, industry professionals, HE sector and the media through clear and impactful communications
- Help devise and deliver a communications plan with key regular campaigns, coordinating and monitoring activity across multiple channels
- Provide communications leadership and support to colleges and central services
- Handle media requests, proactively pitching stories, managing relationships and storing content
- Liaise with key stakeholders to agree impactful communication plans and content

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 Staff Charter and Dignity at Work Policy, promoting equality diversity and inclusion 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:

- Communications Managers
- Associate Director of Communications
- Colleagues within Communications and External Affairs
- College Communications teams
- Other stakeholders across the university including academic staff and Directors of key services
- Press, media and other external contacts as required

Specific Management Responsibilities

Budgets None

Staff: None

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

Person Specification

1. Specialist knowledge, qualifications or relevant experience
 - Knowledgeable about our business and passionate about our purpose and values
 - Experience of generating effective, high quality and visually impactful multi-channel campaigns with excellent social media and audio visual content
 - Proven experience of working in: a similar communications role, working in a press office, media-handling environment, a creative HE environment or in the creative and cultural industries
 - Expertise in film editing and an understanding of design would be welcome
2. Communication skills, creativity, innovation and problem solving
 - Able to write great copy and tell a compelling story, translating complex information as necessary for a diverse audience across multiple digital channels and evaluate their impact
 - Can build strong working relationships with internal and external stakeholders at all levels
 - Creative with a good eye, with great ideas and is not afraid to suggest new ways of doing things.
 - Experience of communicating research outcomes would be welcome.
3. Planning, managing resources and teamwork
 - Experience of managing projects, initiatives and campaigns: thinks ahead, anticipates problems and identifies ways of overcoming or preventing them, prioritises and manages resources effectively to achieve objectives under pressure
 - Works well in a team, is able to share the load to ensure collective delivery

Signed Julie Dark Date of last review February 2021
(Recruiting Manager)