

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 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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)