

## JOB DESCRIPTION

<b>Job Title:</b> Internal Communications Executive		<b>Accountable to:</b> Head of Internal Communications	
<b>Contract Length:</b> Permanent	<b>Hours per week/FTE:</b> 35	<b>Weeks per year:</b> 52	
<b>Salary:</b> £33, 569		<b>Grade:</b> 4	
<b>College/Service:</b> Internal Communications		<b>Location:</b> High Holborn / Kings Cross with frequent travel to other UAL colleges	
<b>Purpose of Role:</b>			
<p>We have created a virtual Internal Communications team, with representatives in each college and central service working with a central team, to deliver joined-up, comprehensive internal communications to staff and students across UAL.</p> <p>We are now looking to recruit a new Internal Communications Executive to join our team, who will focus on cross-UAL communications campaigns. The post holder will be responsible for leading on communications relating to a portfolio of areas including estates, facilities, Health &amp; Safety, sustainability and Corporate Social Responsibility. They will also help to create a strategic framework around communications in these key areas. Working within the virtual team and with colleagues in key services across the wider university to deliver and maintain effective internal communications through a variety of channels; telling compelling stories; providing timely information about Estates-related matters, promoting college and university-wide initiatives ensuring they are joined up and that they maximise engagement from both staff and students.</p> <p>The successful candidates will be an organised, enthusiastic and a hard-working team player with excellent written and verbal communication skills. They will also be digitally savvy, have excellent IT knowledge and skills.</p>			
<b>Duties and Responsibilities</b>			
<ul style="list-style-type: none"><li>• Help to create a strategic framework for all communications relating to estates, facilities, Health &amp; Safety, sustainability and Corporate Social Responsibility and other areas as required.</li><li>• Create clear, concise and impactful communications including within a number of key service areas and across strategic initiatives.</li><li>• Coordinate, prepare, promote, deliver and monitor regular communications channels for staff and students, including input into newsletters, briefings, digital channels, posters, social media, presentations, signage including sourcing content from relevant sources.</li><li>• Manage communications campaigns which go across internal and external channels.</li><li>• Take the lead on key projects, initiatives, campaigns and represent the Internal Communications team as appropriate.</li><li>• Engage with, and provide, internal communications support on projects, working with key stakeholders as required (including students, academics, learning and teaching, Arts SU and support staff).</li><li>• Work in unison with colleagues from all colleges and services plus Arts SU to maximise the impact of communications activity across UAL.</li></ul>			

- Use design skills to ensure all internal communications materials have impact and are appropriate to the audience.
- Work with the wider team to deliver employee and student engagement feedback mechanisms, including forums and discussion groups, disseminating results and assisting in the creation of effective action plans across the organisation.
- Organise and promote events, departmental updates and staff briefings. Take responsibility for preparing communications materials to support these events.
- Input into a shared events calendar/ planning tool for all internal communication activity.
- Perform such duties consistent with the role as may from time to time be assigned to you anywhere within the college or wider University.
- Undertake health and safety duties and responsibilities appropriate to the role.
- Work in accordance with the University's Equal Opportunities Policy and the Staff Charter, promoting equality and diversity.
- Undertake continuous personal and professional development.
- 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.
- 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, and external partners, suppliers etc; with whom regular contact is required.

- Head of Internal Communications
- Virtual IC team
- External Affairs team
- Directors and Associate Directors and heads of key services
- Arts Students' Union & Dean of Students' office
- Other stakeholders across the university as required
- External contacts as required

#### **Specific Management Responsibilities**

**Budgets:**

**Staff:**

**Other** (e.g. accommodation; equipment):

Signed Julie Dark Date of last review November 2018  
(Recruiting Manager)

**Job Title: Internal Communications Executive (IT)**

**Grade: 4**

Specialist Knowledge/ Qualifications	<ul style="list-style-type: none"><li>○ Demonstrable experience of generating effective communication messages and campaigns</li><li>○ Able to write great copy and tell a compelling story, translating jargon as necessary</li><li>○ Experience of managing projects, initiatives and campaigns is desirable</li><li>○ Experience of editing a website/intranet on a day-to-day basis</li><li>○ Excellent IT skills with demonstrable experience of using design technology eg InDesign, Photoshop, Illustrator</li><li>○ Experience of managing digital communication/ social media communications</li><li>○ Knowledgeable about our business and passionate about our purpose and values</li><li>○ Educated to degree level</li></ul>
Relevant Experience	<ul style="list-style-type: none"><li>○ Proven experience of working in a similar communications role</li><li>○ Experience of working in an Estates communications role would be advantage but is not essential</li><li>○ Experience in creating relationships with internal stakeholders at all levels</li><li>○ Experience of working in a communications or External Relations department</li><li>○ Experience in delivering high-quality and visually impactful communication materials</li></ul>
Communication Skills	<ul style="list-style-type: none"><li>○ Excellent organisational, planning and project management skills, with the ability to think ahead, prioritise and work flexibly and accurately when under pressure</li><li>○ Strong written and verbal communication skills, with excellent ability to write in plain English</li><li>○ Good interpersonal skills, with the ability to build strong working relationships</li><li>○ Communicates effectively orally and in writing adapting the message for a diverse audience in an inclusive and accessible way</li><li>○ Excellent writing skills with demonstrable experience of writing copy for impactful communications</li></ul>

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

The application form sets out a number of competence questions related to some of the following selection criteria. Shortlisting will be based on your responses to these questions. Please make sure you provide evidence to demonstrate clearly how you meet these criteria

**Last updated: Nov 2018**