

Job Description

Role Title:	Internal Communications Officer
School / Dept:	Marketing, Recruitment & External Relations
Reference:	MPF4177
Grade:	Grade 5
Full or Part time:	Full time
Hours:	36.25
Reports to:	Internal Communications Manager

Overview

The Directorate of Marketing, Recruitment & External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. Bringing together the areas of Marketing & Communications, External Relations and Recruitment the Directorate is responsible for the strategic planning and operational delivery of key activities that support the University's ambitions for growth, diversity, increased profile and that gives greater engagement with our friends to support that ambition both in kind and through philanthropic support.

Communications Team Overview

The Communications team is dedicated to the delivery of key corporate content and messages that advance business goals via appropriate channels to clearly defined audiences. The team are required to liaise with colleagues, students and other stakeholders across the University on a wide variety of communication matters in order to support the delivery of organisational strategic priorities.

The main focus of this role is internal communications, with the overall objective of informing, motivating and engaging colleagues to keep our workforce up to date with the latest strategic priorities and initiatives. You will be joining a growing team that covers internal, external and student communications and will be required to work closely with team members to ensure a joined-up approach to messaging. The Communications team are part of the wider Marketing, Recruitment and External Relations Directorate and as such work closely with marketing colleagues to support the communications requirements that feed into the delivery of annual marketing plans around student recruitment cycles.

Principal Duties & Responsibilities

- Communication of key messages across the organisation, drafting concise and accurate copy, finding interesting ways to engage audiences, and preparing communications materials that make complex business situations understandable.
- Contribute to suggestions for the development and promotion of new communications mechanisms (including the staff channel, staff podcast, daily and weekly news bulletins, targeted emails etc.) and ensure that they are addressing the needs of employees.
- Consider new and innovative ways to prepare and share exciting comms for a range of social media channels including LinkedIn and Instagram.
- The ability to produce digital content including short form videos, social media posts, editing photos and videos to create accurate, concise and engaging content.
- Work to establish collaborative networks between the schools and professional services teams to share information, good news stories and ideas across the campus.
- Work closely with colleagues in student communications and the Press and PR team to ensure that internal and external communications are aligned and ensure that messages are positioned effectively for the appropriate audience.
- Provide clear and useful advice to employees of the University on the most appropriate communication channels, cascade mechanisms and content.
- Support internal communications events, working with teams such as Events and HR.
- Develop resourceful and innovative ways to implement successful approaches to communications in parts of the University where employees have limited online access, i.e. cleaners, gardeners etc.
- Use comms channels data and insights from colleague engagement surveys to improve and enhance the approach to messaging, comms and engagement.
- Establish and nurture highly effective relationships with employees across the University to ensure support and buy in for internal comms activities.
- Contribute to the vision and values of the University through adopting a positive and collaborative approach to work at all times.
- Ensure quality, consistency and efficiency across all communications platforms and activity.
- In addition to the duties and responsibilities listed, the post holder is required to perform other duties assigned from time to time.

Administrative

- Proactively develop the necessary skills and expertise to support the use of the latest communication technologies; anticipate and respond to changing demands.
- Proactively engage in professional development in order to ensure advancement of professional skills.
- Comply with the personal health and safety responsibilities specified in the University health and safety policy.
- Commit to participating in the wider life of the University. This involves volunteering at University-wide events such as graduation, open days etc.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. A degree in a relevant subject, or qualification i.e. NCTJ, or relevant experience (E)
2. A professional or postgraduate qualification in a relevant discipline (D)

Background and Experience

3. Experience of working in an in-house communications team, or similar discipline i.e. PR agency. Experience of internal communications would be preferable (E)
4. Business related use of social media, including content creation (E)
5. Experience of delivering communications in an environment of organisational change (D)

Knowledge

6. A range of effective internal communications and engagement mechanisms and how they can contribute to organisational success (E)
7. Drafting press and news releases (D)
8. The dynamics of higher or further education organisations (D)

Skills and Competencies

9. Excellent communication skills and ability to prepare effective content for a range of audiences (E)
10. Excellent verbal communication and presentation skills (E)
11. Personal credibility and the ability to gain stakeholder confidence and trust (E)
12. The ability to evaluate stakeholder requirements, prioritise projects effectively and work to timeframes as part of a wider team (E)
13. Good networking skills and the ability to build effective relationships (E)

14. Outstanding organisational skills and meticulous attention to detail (E)

15. Excellent IT skills within the Microsoft Office suite of products (E)

16. A results-oriented approach with focus on quality and efficiency and ROI (E)