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**Job Description**

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| **Job title:** | Strategic Communications Lead |
| **Department/School:** | Communications |
| **Grade:** | 7 |
| **Location:** | A blend of University of Bath premises and remote working |

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| **Job purpose** |
| To plan, deliver and evaluate responsive, high quality communications that enable key projects within the new University strategy to realise their planned benefits.  To engage identified audiences across the organisation by managing the overall schedule of communications activities, operating key channels and creating compelling content to support successful change management.  To provide a source of change communication expertise to key projects within the Strategic Projects Office (SPO) portfolio. |

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| **Source and nature of management provided** |
| Director of Strategic Communications & Engagement |

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| **Staff management responsibility** |
| None |

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| **Special conditions** |
| Occasional requirements to provide a communications service out of hours. |

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| **Main duties and responsibilities** |
| Lead the communications workstream on key strategic projects. To act as a point of expert internal communications advice and support to Executive Project Sponsors, including members of University Executive Board:   * To create comprehensive communications plans with compelling messaging that aligns with the project milestones and supports the delivery of the project objectives. * To identify and map internal and external stakeholders, communication risks and opportunities, appropriate channels and evaluation tools. * To help implement the communications plans and produce a variety of content for our channels. |
| Ensure that project communications with stakeholders are timely, relevant and accurate. |
| To maintain full oversight of the planned communications outputs of specified project teams by maintaining an overview of audiences, timings, messaging, tactics and evaluation that is comprehensively populated and regularly updated. |
| To support key communications channels to identified internal audiences including email, digital platforms, video and Ask Me Anything sessions. |
| To create and deliver impactful messaging across all relevant channels to ensure that staff feel informed, involved and able to shape future developments where possible. To ensure approval from relevant workstream leads wherever appropriate and the Director of Strategic Communications and Engagement. |
| Fully utilise multiple media types including text, images, audio and video to ensure that messaging is fresh, accessible and audience-appropriate. |
| Ensure that messages are tailored to the particular requirements of the range of different staff and student audiences. |
| Use analytics to identify opportunities to increase the range and frequency of engagement and to establish and manage new channels where appropriate. |
| Evaluate and provide updates on communications activities and their impacts. |

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**Strategic Communications Lead: Person Specification**

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| Good degree (or equivalent relevant qualifications) | **E** |  |
| Postgraduate qualifications in communications, public relations, marketing and/or relevant further training |  | **D** |
| Qualification in project management |  | **D** |
| **Experience/Knowledge** |  |  |
| Experience of planning, implementing and evaluating internal communications to realise the benefits of change projects in a large, complex organisation | **E** |  |
| Experience of project management with multiple stakeholder groups | **E** |  |
| Experience of event management for high profile internal events. |  | **D** |
| Sound editorial experience, including writing for the web | **E** |  |
| Experience of managing digital platforms including content management systems | **E** |  |
| Experience with social media platforms |  | **D** |
| Background of higher education related work |  | **D** |
| **Skills** |  |  |
| Excellent communication skills, written and verbal | **E** |  |
| Self-starter with ability to work independently | **E** |  |
| Ability to prioritise a demanding workload with multiple deadlines | **E** |  |
| Ability to rapidly form and maintain effective working relationships with a range of staff from Executive Board members to technical colleagues. | **E** |  |
| Ability to use analytics to identify areas of opportunity. |  | **D** |
| Ability to take the initiative and be proactive | **E** |  |
| Ability to produce content such as images, audio and video | **E** |  |
| **Attributes** |  |  |
| Ability to relate well to academic staff and to translate complex issues for different audiences | **E** |  |
| Team player | **E** |  |
| Willingness to work “out of hours” when required | **E** |  |
| Flair to deliver creative communications solutions | **E** |  |
| Confident and articulate with an ability to persuade and influence | **E** |  |
| Ability to stay calm under pressure | **E** |  |
| High levels of personal commitment and an attention to detail | **E** |  |

Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

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| **Managing self and personal skills:**  Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others. |
| **Delivering excellent service:**  Providing the best quality service to all students and staff and to external customers e.g. clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards. |
| **Finding innovative solutions:**  Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation. |
| **Embracing change:**  Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas. |
| **Using resources:**  Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University. |
| **Engaging with the big picture:**  Seeing the work that you do in the context of the bigger picture e.g. in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others. |
| **Developing self and others:**  Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University. |
| **Working with people:**  Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills. |
| **Achieving results:**  Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria. |