|  |  |
| --- | --- |
| Role | Communications Manager |
| Standardised Job Description code | GENCOM-05 | Grade | 8 |
| Role Purpose |
| Oversees, shapes and delivers the communications strategy of a division, department, research unit or strategic priority area for the University. |
| Grade Descriptors |
| [high level core purpose commensurate with grade descriptor] =not to be edited |

|  |
| --- |
| * Assumes operational responsibility for the activities of a faculty/division, actively influencing and contributing to decisions that impact performance and outcomes.
 |
| * Provides valuable insights and input into the development of strategies aligned with organisational goals. Utilises comprehensive knowledge to inform and shape long-term planning and decision-making processes.
 |
| * Regularly communicates highly specialised concepts and insights, both orally and in writing, to diverse stakeholders. Produces complex reports and analysis with clarity and precision to support informed decision-making.
 |
| * Ensures the successful implementation of agreed-upon policies, procedures, and divisional/departmental strategic plans.
 |
| * Actively participates in key committees, providing expert advice and guidance.
 |
| * Demonstrates leadership by influencing decisions and advocating for best practice at all levels of the org
 |

|  |
| --- |
| **CORE RESPONSIBILITIES [high level work which applies to multiple employees]**  |
| Guidance on what can be changed can be found in the Toolkit for Managers & HRChanges to core responsibilities must be checked and verified at local HR level to ensure edits are appropriate and remain within grade descriptor boundaries described above |
| * Develop, gain agreement and deliver a departmental communications strategy, taking into account priorities, audience requirements, channels, timescales and resources
 |
| * Plan and deliver effective and timely communications activity in line with this strategy. This will include writing and editing online and printed material, organising events, and managing others to do so
 |
| * Work proactively to identify, plan and coordinate press work for media-relevant activities in the department, in liaison with the University’s Public Affairs Directorate
 |
| * Identify key audiences for the department’s communications, and raise the department’s profile among these audiences by providing them with relevant, timely and targeted information
 |
| * Build strong professional relationships with key communications stakeholders across the collegiate University (including the University’s Public Affairs Directorate) and externally, including third-party suppliers, to support a joined-up approach and promote the positive reputation of the University
 |
| * Establish and chair user groups/discussion groups as appropriate to facilitate effective communication
 |
| * Provide expert advice, coaching and presentations on communications to subject matter experts in the department
 |
| * Responsible for the evaluation of the communications strategy, including analysing results and implementing solutions
 |
| * Line manage and develop members of the communications team in the department [if relevant];

or* Assume operational responsibility, providing significant input into decision-making affecting the department/division
 |
| * Take responsibility for brand management across *[department/division]*, ensuring that all communications adhere to the University and any associated brand guidelines and encouraging colleagues to do the same.
 |
| * Manage the budget for communications activity in the department, with oversight from the departmental administrator
 |
| * Be an active member of the University’s Communications Community of Practice and/or other relevant networks/groups, in order to share information, promote best practice and ensure a coordinated approach to cross-University communications
 |
| Selection CriteriaESSENTIAL [defined by SJD]  |
| * Proven experience in a communications/media role in a large organisation with multiple stakeholder groups.
* Demonstrated ability to conceive, implement and evaluate creative communication strategies in a large and complex organisation.
* Excellent written skills with the ability to develop high quality, accurate and consistent communications materials.
* Excellent oral communication and interpersonal skills, with the ability to inspire the confidence of senior colleagues.
* Demonstrable experience in producing effective web content and working with web content management systems.
* Must be a self-directed strategic thinker with the capacity to problem-solve, take initiative, set priorities, and exercise good judgment in an organised and professional manner.
* Demonstrable ability to assimilate complex information quickly and make it accessible to a wider audience through a variety of communications channels.
* Demonstrated commitment to understanding and leveraging the role of AI and digital developments in communications today.
 |

|  |
| --- |
| Desirable |
| * Familiarity with the communications landscape in higher education and/or a large complex organisation
* Evidence of previous successful managerial/supervisory experience.
* Evidence of managing budgets.
 |

|  |  |
| --- | --- |
| Date |  |
| Edits to core responsibilities checked & verified against grade descriptor by {Departmental HR contact}: |  |