![A black text on a white background

Description automatically generated]()

|  |
| --- |
| **Description and Person Specification**  **Academic/Professional Services Staff** |
| **Job title: Internal Communications Officer**  **Department: Communications and Content**  **Pay Band: C**  **Line Manager: Senior Internal Communications Manager** |
| **Role Purpose:** This role is to provide tactical internal communications support to the university, ensuing high quality engagements with staff and students |
| **Duties and Responsibilities:**   1. **Content creation:** Develop engaging and informative content for internal communication channels, including newsletters, emails, intranet, social media, and university publications. 2. **Execute internal communication strategy**: execute internal communication strategies that support institutional objectives, academic initiatives, and campus events. 3. **Staff engagement:** Implement initiatives to enhance staff engagement, such as recognition programs, professional development opportunities, and internal events. 4. **Student engagement**: Develop strategies to effectively communicate with students, including disseminating important information, promoting campus activities, and fostering a sense of belonging within the university community. 5. **Change management communications**: Support communication efforts related to institutional changes, including policy updates, administrative transitions, and campus renovations. 6. **Leadership support:** Provide guidance and support to university leadership in crafting messages and delivering effective communication to faculty, staff, and students. 7. **Channel management:** Manage internal communication channels effectively, ensuring content is relevant, timely, and accessible to all members of the university community. 8. **Feedback mechanisms:** Establish feedback mechanisms to solicit input from faculty, staff, and students on internal communication initiatives, and use insights to refine strategies and tactics. 9. **Brand alignment:** Ensure all internal communications reflect the university's brand identity, values, and commitment to academic excellence and diversity. |
| **Key working relationships (i.e. titles of roles, both internally and externally, with which this role holder interacts on a regular basis):**   * Senior Internal Communications Manager * Head of Communications * Wider Communications team * Executive team * People and Culture team * Student Services Department * Academic Operations * Students Union |
| **Resources Managed**  Budgets: N/a  Staff: N/a  Other: (e.g. equipment; space) – will manage the internal newsletter, intranet and internal events |

|  |  |  |
| --- | --- | --- |
| **Knowledge and Experience** | **Essential** | **Desirable** |
| **Education**  Relevant degree or professional qualification (i.e. English, Corporate Communications, PR) |  | x |
| **Professional qualifications/experience**   * Must have previous experience in an internal communications role. * Internal communications / communications qualification (desirable but not essential) * Proven experience in delivering internal communications – particularly newsletter production, intranet and working with HR teams. * Excellent written and verbal communications skills, with the ability to tailor messages to diverse audiences. * Ability to manage multiple projects simultaneously, prioritize tasks and meet deadlines in a fast paced environment. * Proficiency in utilizing various communications tools and platforms, including content management systems and internal social media platforms (i.e. MS Teams / Slack). * Experience working with leaders and staff (and beneficial if had experience of working with students / young people). * Knowledge of best practice in employee and student engagement, change management communications and crisis communications. * Understanding the metrics and analytics to measure the effectiveness of internal communications activity. | X  X  X  X  X  X  X  x | x |
| **Higher Education knowledge**  Not required |  |  |
| **(Add additional headings as required e.g. Stakeholder Management, Project Management etc.)**  Stakeholder management  Project management | X  X |  |

|  |  |  |
| --- | --- | --- |
| **Core Personal skills abilities and behaviours** | **Essential** | **Desirable** |
| **Management and leadership** |  | **not required** |
| **Equality, Diversity & Inclusion**  Demonstrable commitment to advancing and promoting equality, diversity, and inclusion | X |  |
| **Communication**  Communicates clearly both orally and in writing (including formal and informal written documents). Can build and maintain effective relationships openly and honestly, using every medium appropriately and with consideration for the audience, so that the messages (both ways) are understood and able to be acted upon | X |  |
| **Organisational Values**  Demonstrates organisational values and behaviours in everyday actions and interactions.  You will have responsibility, along with the Senior Internal Communications Manager, for embedding our values amongst our staff and students. These are:   * **Connection:** We value what happens together and we collaborate to achieve our collective goals. * **Dynamism:** We embrace every opportunity to adapt and optimise. * **Inclusion:** We celebrate our diversity, and we embrace difference as a source of strength. * **Professionalism:** We aim for quality in everything we do and take pride in our work. | X |  |
| **(Add additional headings as required)** |  |  |

**Our Values**

**Connection:** We value what happens together and we collaborate to achieve our collective goals.

**Dynamism:** We embrace every opportunity to adapt and optimise.

**Inclusion:** We celebrate our diversity, and we embrace difference as a source of strength.

**Professionalism:** We aim for quality in everything we do and take pride in our work.

A logo with colorful circles

Description automatically generated A white sign with black text and green and purple symbols

Description automatically generated