

Job Description

Internal Communications Officer

Salary:	Grade 6
Contract:	Full time, ongoing
Location:	Canterbury Campus
Responsible to:	Internal Communications Lead
Job family:	Administrative, professional and managerial

Job purpose

This post will be a key part of our Internal Communications function within the External Engagement Directorate supporting the delivery of a regular programme of compelling campaigns to students and staff. Working across the team but predominantly supporting staff and student-focussed activity, the postholder will develop and deliver communication plans in line with strategic objectives, ensuring we target audiences with high quality mixed media content across a number of platforms including email, social media, online and on-site.

As well as project managing specific campaigns, on a regular basis the role holder will be responsible for creating or commissioning content including video, photography, copy and digital assets, ensuring these are on brand and of the highest quality throughout. They will also support regular dissemination of key messages across our internal audiences, including supporting reactive and crisis response when required.

Key accountabilities

The following are the main duties for the job. Other duties, commensurate with the grading of the job, may also be assigned from time to time.

- Contribute to the delivery of an internal communications strategy that reflects the vision, ambitions and objectives of the University's strategy and the External Engagement Directorate's strategy
- Project manage specific student and staff communication campaigns in line with strategic objectives, including producing project plans, commissioning content and overseeing delivery
- Support ongoing communications across internal audiences, ensuring key messages are tailored for different usage and communicated accurately, including in fast-paced reactive scenarios
- Work collaboratively with communication staff in Schools and with the Directorate Academic School Partners, align activity and support localised delivery of both student and staff communications
- Work with student-focused and student facing teams such as in Student Life to ensure localised messaging supports strategic objectives and is delivered effectively
- Identify new methods and initiatives in internal communications, being proactive in finding better and more effective ways to communicate key messages and both testing and embedding their usage
- Establish methods for building audience insight into message development and content planning, using feedback loops and analysis to support more continuous improvement across internal communications
- Where required support the work of web, social and content teams by producing copy, film, photography and wider campaign assets for multiple digital platforms
- Support the work of the External Communications team and wider Directorate teams to ensure consistency of message and the management of the university's reputation
- Monitor, analyse and communicate the results of internal communications across the team and Directorate as required

- Support the creation of a culture that is highly performance and contribution focused, built on a foundation of equality, diversity, belonging and inclusivity and that inspires people to bring their best every day.

Key challenges and decisions

The following provide an overview of the most challenging or complex parts of the role and the degree of autonomy that exists.

- Managing a complex workload with competing demands and deadlines. The postholder will agree objectives and overall priorities with the Internal Communications Lead but is expected to manage unexpected/unplanned work within overall timeframes.
- The post holder is required to work closely and collaboratively with colleagues within the Communications Team, and wider External Engagement Directorate to ensure the successful delivery of engagement activities.
- The post holder will be required to plan jointly with staff across a number of areas of the University, ensuring alignment of activity and consistency throughout, providing a focal point with the organisation and being able to withstand robust feedback.
- Will need to be able to influence and support others, using communication and interpersonal skills to build good relationships with internal stakeholders including managers in other areas.

Facts & figures

The Communications Team, as part of the External Engagement Directorate strives to build the University's reputation through multi-channel, mixed media campaigns that set out a compelling narrative based on our University's strategy. Working across press, social media and internal comms, the team lead on communications with key local, national and international audiences, ensuring clear and consistent messages are delivered in creative and dynamic ways to help make the University stand out in a crowded market. With responsibility for reputation management, including crisis response, the team take an active role in positioning the University as a leader in key signature areas, showing how our collaborative approach and the connections we foster are at the heart of our communities both internally and externally.

Internal & external relationships

Internal: Colleagues within the External Engagement and particularly Student Recruitment teams, Outreach and Partnerships, as well as ICCI, Development and Alumni. Colleagues in professional services areas (in particular Student Life) and academic schools; current students

External: External stakeholders including Kent Union, GKSU; other Universities, particularly regionally; partner organisations and training providers

Health, safety & wellbeing considerations

This job involves undertaking duties which include the following health, safety and wellbeing considerations:

(Delete if not applicable)

- Regular use of Screen Display Equipment
- Pressure to meet important deadlines such as might be inherent in high profile projects
- There will be a requirement to work evenings and weekends and to support and engage in University events where necessary
- Ability to occasionally travel in a timely and efficient manner between campuses

Person specification

The person specification details the necessary skills, qualifications, experience or other attributes needed to carry out the job. Applications will be measured against the criteria published below.

Selection panels will be looking for clear evidence and examples in an application, or cover letter (where applicable), which back-up any assertions made in relation to each criterion.

Essential Criteria:

- Educated to degree level or equivalent professional experience (A)
- Substantial work experience in a similar role (A, I)
- Proven experience of writing for online or print campaigns including digital and social media (A, I)
- Experience in commissioning a range of high quality creative content on time and to brief, including film, photography, copy and creative assets (A, I)
- Excellent IT skills, particularly MS Office packages and confidence in using contact databases (A, I)
- Ability to manage assigned projects independently, from planning through to delivery (I,T)
- Excellent organisational and project management skills, including responding to emerging communication needs and using initiative to balance competing priorities (I,T)
- Excellent communication skills, both written and verbal, with a track record of communicating complex information to a variety of audiences (I, T)
- High levels of attention to detail and proof-reading skills (I,T)
- Strong understanding of best practice across different communication channels, including social media, website and print (I)
- Ability to work collaboratively across areas, with strong interpersonal skills and the confidence to work effectively with students and staff across the institution (I)
- Ability to work as part of a high-performing team and to build effective partnerships with a wide range of colleagues and stakeholders (I)
- Understanding of Data Protection principles, CMA, GDPR and relevant charity legislation and the ability to handle confidential information with discretion (I)
- A firm commitment to fostering a working and learning environment that is respectful, inclusive and values diversity, including diversity of thought, and which enables staff and students from a wide range of backgrounds to thrive (I)

Desirable Criteria:

- Relevant Professional qualification/experience (A)
- Understanding and appreciation of Higher Education and the key challenges facing the sector (A)

Assessment stage: A - Application; I - Interview; T - Test/presentation at interview stage