

## Job Description

<b>Job title</b>	Head of Communications
<b>School / department</b>	Marketing, Communications and UK Recruitment
<b>Grade</b>	8
<b>Line manager</b>	Director of Marketing, Communications and Recruitment
<b>Responsible for</b>	Communications and Events Team

### Main purpose of the job

Lead in the continued development and implementation of an integrated Communications strategy for the University that will support Marketing and Student Recruitment objectives in addition to the wider University business aims.

Develop and articulate the University brand story utilising the full communications mix; ensuring that such a strategy will inform and engage staff, students and external stakeholders through the effective use of internal and corporate communications, media and public relations, social media, marketing and print publications. You will be expected to be a creative thinker with an ability to turn ideas into reality, across multiple channels, using a plethora of engaging tactics.

This is a key role and the post holder is expected to work in close partnership with the University directorate as well as within the wider marketing department providing strategic advice and input on all communications and events related matters to Senior management as required.

### Key areas of responsibility

#### DUTIES & RESPONSIBILITIES:

- Lead, manage and co-ordinate all communications activities in respect of:
  - Strategies for relationships between UWL and the media
  - The enhancement of UWL's media profile and image
  - Management of proactive and reactive press relations
- Lead, manage and co-ordinate all social media activities to ensure UWL leverages this key channel ensuring the University has a vibrant, engaging and relevant social media strategy in place.
- *Give strategic advice and direction on the delivery, management and implementation of a reputational events strategy (in liaison with key stakeholders) for the university.* Develop and lead the organisation, management and implementation of a reputational and recruitment events strategy (in liaison with key stakeholders) for the university.
- Lead and deliver an internal communications strategy which will engage and inform required target audiences.
- Work collaboratively with the University Directorate, the Head of Marketing, Communications and Recruitment and other senior stakeholders to ensure an integrated

approach to the development and delivery of the university's communications and events strategies.

- Lead and manage the Communications and Events teams, setting objectives and managing performance to achieve set targets
- Deliver targets, plans and budgets on time as agreed.
- Devise an engaging media relations strategy which will champion the strengths of UWL and generate better awareness of our offering among our key target press both local and national, sector and vertical sector.
- Manage relationships with various external agencies as appropriate.
- Lead on the development of, and contribute to, the production of factually accurate, engaging written copy for communications and marketing materials (including key corporate pieces such as Annual Reports, reviews, league table entries etc.), Press/media materials including Press Releases, FAQs, reactive statements; events, stakeholder relations, internal and external online communications, briefings and other written materials.
- Report on media activity and prepare summary reports as required for senior management. Ensure a rigorous media evaluation system is in place.
- Ensure that the university is a leading player in the development of excellent social media practice
- Execute good budget planning and management and ensure spend provides value for money.
- Work proactively with stakeholders to inform the future development of the communications (PR and social media) and reputational events strategies.
- Lead and participate in cross-university working groups/committees relevant to communications and events
- Carry out any other duties of a similar nature and of a commensurate level, as determined from time to time by the Head of Marketing, Communications and UK Recruitment

In addition to the above areas of responsibility the position maybe required to undertake any other reasonable duties relating to the broad scope of the position.

## Person Specification

Criteria	Essential	Desirable
<b>Qualifications and/or membership of professional bodies</b>	Educated to degree level or equivalent	Educated to Master's level
<b>Knowledge and experience</b>	<p>Record of successful leadership of a communications function</p> <p>Experience in identifying and advising on a strategic reputational events calendar</p> <p>Experience of leading and managing high impact change projects</p> <p>Wide range of experience of working in cross institutional context to influence change and development beyond areas of responsibility</p> <p>Experience of financial planning, budget management and appropriate knowledge and understanding of relevant regulatory frameworks</p> <p>Experience of leading, managing, motivating and mentoring a team including carrying out reviews and appraisals</p>	<p>Extensive experience of leading and developing communications strategies in the higher education sector</p> <p>Appropriate knowledge and understanding of relevant regulatory frameworks within the higher education sector</p>
<b>Specific skills to the job</b>	<p>Excellent written and oral communication skills</p> <p>Effective leader to advance the university's PR, social media and reputational events strategies</p> <p>Up to date understanding of the latest PR and social media developments</p>	

	<p>Ability to develop creative ways of responding to changes in policy and external environment</p> <p>Ability to work in a fast paced, evolving media environment</p> <p>maintaining clear, accurate and up-to-date messaging</p>	
<b>General skills</b>	<p>Highly developed relationship building and influencing skills across a complex stakeholder group</p> <p>Creative and innovative to develop new PR, social media and reputational event initiatives and take advantage of emerging opportunities</p> <p>Excellent communication and interpersonal skills</p> <p>Evidence of a strong 'client' service ethic; ability to develop good 'client' relationships with key colleagues and departments across the University; ability to consult, advise and influence</p> <p>Respond effectively to changing institutional priorities and different situations.</p>	
<b>Other</b>	<p>Ability to work outside normal business hours on a regular basis, as our recruitment and reputational events take place in weekday evenings and at weekends</p>	
<b>Disclosure and Barring Scheme</b>	<p>This post does not require a DBS check</p>	

**Essential Criteria** are those, without which, a candidate would not be able to do the job. Applicants who have not clearly demonstrated in their application that they possess the essential requirements will normally be rejected at the shortlisting stage.

**Desirable Criteria** are those that would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.