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Post Title: Head of Corporate Communications

School/department: Communications, Marketing and Advancement

Hours: full time or part time hours considered up to a maximum of 1 FTE. Requests for flexible working options will be considered (subject to business need).

Contract: Permanent

Reference: 6945

Salary: starting at £42,149 to £50,296 per annum, pro rata if part time

Placed on: 13 December 2021

Closing date: 24 January 2022: Applications must be received by midnight of the closing date.

Expected Interview date: to be confirmed

Expected start date: ASAP

This is an exciting opportunity to take on a senior role in the Communications, Marketing and Advancement Division.

Reporting to the Associate Director of Communications, Digital and Creative Media, you will be responsible for providing strategic communications advice to senior leaders and devising and delivering an effective and creative internal communications strategy aimed at driving up engagement. Where appropriate, you will also play a leading role in any internal communications transformation programmes.

The Head of Corporate Communications will lead the internal communications teams for staff and students and will be responsible for ensuring that the University's strategic priorities are understood by our community, which covers a wide range of audience groups. With your senior colleagues across the Communications, Marketing and Advancement Division, you will lead the work on creating more joined-up communications campaigns to increase levels of staff and student engagement. You will also be responsible for ensuring there is close working between internal, external and campaigns teams.

The University Executive Group is keen to ensure that the University continues to be open and transparent with the whole community and recognises that this requires continuous engagement in the big decisions we make. The Head of Corporate Communications will play a lead role in ensuring this happens.

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. The School / Division

Please find further information regarding the division at

<http://www.sussex.ac.uk/schoolsandservices/professionalservices/communications-marketing-advancement>

3. Job Description

Job Description for the post of: Head of Corporate Communications

Department: Communications, Marketing and Advancement

Section/Unit/School: Communications

Location: Sussex House

Grade: 8

Responsible to: Associate Director of Communications, Digital and Creative Media

Responsible for: Senior Staff Communications Manager; Senior Student Communications Manager, Head of Change Communications; University Writer;

Principal accountabilities:

- Provide information, advice and guidance on all matters relating to corporate communications
- Lead on the University Executive Group's approach to communication and engagement with staff and students
- Ensure that the University's priorities, sector developments and essential information and advice is accessible and understood by staff and students

Key responsibilities:

- Developing and implementing an effective internal communications strategy that puts the University's internal communications on a proactive footing and ensuring it can best use all channels available. Working with the new Head of Media to create and deliver a University communications strategy built on insight, evaluation and effective partnerships.
- Increasing the University's ability to deliver successful internal communications campaigns and give proper strategic advice; leading these campaigns where appropriate.
- Playing a leading role in communications transformation programmes, including overseeing communications to support the implementation of the Size and Shape programme and our investments into future critical upgrades of our physical and technological infrastructure.
- Building strong relationships with internal stakeholders to establish how central communications can best support delivery of School and Divisional priorities.
- Leading a programme of engagement with the University Executive Group and our staff and students to increase awareness of the University's priorities and providing enhanced opportunities for feedback and discussion.
- Leading on communications to internal audiences around sector wide developments such as pensions, pay and Government policy.
- Owning relationships with communication contacts at key external sector partners such as UUK, UCEA, other local institutions and local public bodies.
- Working closely with the University media, campaigns and digital teams to plan and deliver integrated communications to support the delivery of priority objectives.
- Managing the internal communications side of 'incident' communications as required.
- Providing active and visible senior leadership by playing a key role in Communications, Marketing and Advancement, working closely with colleagues from across the Division.

Dimensions

- This role has responsibility for the Internal Communications budget.
- This role has line management responsibility for four staff and overseeing a team of seven staff.
- The Head of Corporate Communications reports to the Associate Director of Communications, Digital and Creative Media, working under broad direction to enable the post holder to manage their own work and that of their team members, to achieve their agreed objectives. The role holder will play a key role in the Division in supporting the achievement of the strategic and operational goals of the University, Professional Services & their Division. The post holder is expected to work collaboratively across the University and with key stakeholders to deliver single team working that efficiently and effectively supports the achievement of those goals and objectives.
- Support achievement of the Division's compliance with all applicable statutory and regulatory compliance obligations, including (but not limited to): UKVI, Health & Safety, the Prevent Duty, data protection, Competition and Markets Authority requirements and equal opportunities, as appropriate to the grade and role. Additionally, to promote good practice in relation to University policy, procedure and guidance in relation to those compliance matters in respect of students, staff and other relevant parties.
- Balance effectiveness and cost-efficiency in the management of the budgets you are accountable for, demonstrating compliance with Value for Money and Return on Investment principles to support the University's strategic aim to achieve a world-class standard of teaching and research by managing our resources effectively and efficiently.

This Job Description sets out current responsibilities of the post that may vary from time to time without changing the general character of the post or level of responsibility entailed.

4. Person Specification

Essential criteria:

1. Excellent leadership skills, including experience of leading through change
2. Extensive, up-to-date, internal communications, campaigns and strategic communications experience, including organisational change experience
3. Extensive experience in designing and delivering effective communications strategies and plans
4. Significant experience of using insight to inform communications activity, and leading the effective evaluation of communications campaigns
5. Strong relationship management skills, highly effective negotiating and influencing skills up to the most senior levels
6. Excellent written and verbal communications skills
7. Strong planning, organisational and people skills
8. Ability to lead a team under pressure, managing competing priorities and changing deadlines while supporting the team

Essential role specific criteria:

1. Excellent knowledge of the higher education sector
2. At least five years experience in a senior communications role

3. Evidence of writing of the highest calibre; including opinion pieces, external reports and wider corporate communications on complex issues
4. Proficient experience in using content management systems and content creation
5. Experience of working with media relations colleagues in a fast moving press office environment.