



## 1 Advertisement

**Post Title: Communications Manager (Estates)**

**School/department:** Communications, Marketing and Advancement

**Hours:** Full time or part time considered up to a maximum of 1 FTE

Requests for flexible working options will be considered (subject to business need).

**Contract:** fixed term until 19 December 2024

**Reference:** 7489

**Salary:** starting at £34,304 to £40,927 per annum, pro rata if part time

**Placed on:** 11 January 2022

**Closing date:** 09 February 2022. Applications must be received by midnight of the closing date.

**Expected interview date:** to be confirmed

**Expected start date:** ASAP

We are seeking an enthusiastic communications manager to join our growing team of professionals.

You will have worked in a similar role in a large or complex organisation, where you will have delivered communication plans and strategies to support and deliver organisational objectives.

You will be able to turn your hand to internal communications and engagement, event management and work with digital/social media. You'll also be able to engage with and work alongside senior stakeholders.

In this role you will support some of the university's major infrastructure projects, which are helping us realise our strategic vision to "build on our achievements and evolve as a better university, dedicated to making a better world".

Your primary focus will be to lead on communications around a major development to create world-class student residences and facilities on the West Slope of the University's campus – part of a wider £200 million Investment Programme.

You will also lead on communications for other major estates projects and developments on our 160-acre campus, impacting our 19,000 students and 3,500 staff members.

You will keep our community of staff and students - and other stakeholders - informed as work progresses – ensuring they are updated on changes that may impact on their day-to-day use of the campus, as well as informed about the overall vision.

You will deliver communications plans aligned with key project milestones, develop materials, manage events and oversee a range of engagement tactics as part of the campus development and improvement programme.

You will attend key meetings and working groups and work closely with colleagues in the Communications, Marketing and Advancement, and Estates divisions, ensuring an integrated approach to communications across the university.

You will manage the communications and reputational risks associated with such large-scale projects, escalating issues as appropriate and seeking advice as needed.

Please contact Angela O'Neill for informal enquiries.

For full details and how to apply see our [vacancies page](#)

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

## **2. The School / Division**

As we enter our 60<sup>th</sup> year, this is an exciting time to join the Communications, Marketing and Advancement Division at the University of Sussex. We have grown to around 19,000 students, we are proudly international -151<sup>st</sup> in the QS World Rankings – and we have a clear ambition to be one of the most sustainable universities in the world. Today, in every part of society and across the world, you will find someone from Sussex making an original and valuable contribution.

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: Communications Manager (Estates)

**Department: Communications and External Affairs**

**Section/Unit/School: Communications Marketing and Advancement**

**Location: HybridFalmer Campus**

**Grade: 7**

**Responsible to:** Head of Change Communications

**Responsible for:** n/a

### **Purpose of the post**

The University of Sussex is looking to appoint a confident communications professional to support a major programme of investments in the University's estate. The Communication Manager's primary focus will be to lead on communications around an exciting new development to create world-class student residences and facilities on the West Slope of the University's campus. They will make sure our community and other stakeholders are informed of developments that may impact on their day-to-day use of the campus, as well as keeping them engaged with the improvements and overall vision. The West Slope

development forms part of a wider £200 million Education and Research Investment Programme, which incorporates a number of other transformational estates projects designed to ensure we have the technological and physical infrastructure befitting a global university.

As a member of the Communications, Marketing and Advancement (CMA) division, embedded within the Estates division, the post-holder will implement and support the development of communications strategies for West Slope and other major estates projects, ensuring there is excellent sharing of information and a joined-up approach. Working with colleagues across the University, the post-holder will help to ensure the institution communicates effectively with internal and external stakeholders about the transformation of its campus via the Education and Research Investment Programme.

A quick-thinking and approachable communications professional, the post-holder will have experience in delivering effective communications within a large or complex organisation. They will be able to identify opportunities and potential risks and build strong relationships with stakeholders for the life of the projects.

The post-holder will deliver communications plans for key project milestones, and will develop materials, manage events and oversee a range of engagement tactics as part of the campus development and improvement programme. They will be a key part of programme groups related to the developments and will work closely with colleagues in the CMA and Estates divisions.

The post-holder will be expected to work collaboratively with staff across the University to ensure an integrated communications approach. It will be essential to form strong relationships with the Programme Managers for each of the development projects.

A can-do, professional attitude and keen eye for detail will be essential.

The role holder will report to the Head of Change Communications and may be expected to take on additional duties as instructed by them.

### ***Key responsibilities***

The post-holder will act as the key communications point for the West Slope development and other estates projects within the Education and Research Investment Programme.

They will deliver and support the development of communications plans for each of the key projects. Working with the divisional Director, Head of Change Communications and other CMA members, the post-holder will seek to identify, consolidate and find appropriate outlets for development-related communications. The postholder will coordinate with the Media Relations team on any PR and media generation activity.

They will also develop communication materials to ensure timely and effective coverage through central internal channels, including social media and webpages. This will require the development of engaging resources (such as video and social media content) to communicate with the campus community about the progress of each project and overall improvements. It will also include the management of appropriate events to showcase the developments, bringing a creative and engaging approach to all activity.

The post-holder will also be responsible for ensuring that external central webpage content relating to the projects is up to date and generate additional content as required.

**Strategic Planning**

Working with the Head of Change Communications, the post-holder will be required to attend relevant project boards and planning meetings. They will lead on day-to-day communications relating to key project milestones for both internal and external audiences, often working closely with the Associate Director of Public Affairs.

The post-holder will also be alert to the potential risks related to each of the projects and escalate these appropriately. They will work with the Head of Corporate Communications and divisional Director to ensure that any arising issues are handled appropriately. They will support appropriate crisis planning to minimise the impact of any potential threats to the University’s reputation.

**Stakeholder engagement**

The post-holder will ensure that all staff and students are communicated with on a regular basis. They will identify opportunities to engage further with specific stakeholders who may be impacted by development work.

Working with the Head of Corporate Communications and Associate Director of Public Affairs and other University colleagues, the post-holder will help to deliver an engagement plan for the local community, which may include public engagement events in the local area.

The post-holder may also be expected to attend events to represent the University and build contacts and networks.

**4. Person Specification**

**SKILLS/ABILITIES**

	Essential	Desirable
Outstanding written and verbal communications skills	X	
Excellent relationship building ability	X	
High levels of diplomacy and stakeholder management – allied with experience of using advocacy and influencing skills to challenge perceived wisdom and put forward alternative solutions		X
Ability to understand and convey complex conceptual ideas and information	X	

## KNOWLEDGE

	Essential	Desirable
Knowledge of latest developments in internal communications and processes and technology including social media	X	

## EXPERIENCE

	Essential	Desirable
Experience in a communications role in a large or complex organisation	X	
Experience of delivering communication plans and strategies which support and deliver organisational objectives	X	
Experience of successfully working with senior stakeholders	X	
Experience of full range of communications elements including internal communications and engagement, event management and digital/social media	X	
Interest in public affairs and political engagements		X

## QUALIFICATIONS

	Essential	Desirable
Educated to degree level or equivalent		X

## PERSONAL ATTRIBUTES AND CIRCUMSTANCES

	Essential	Desirable
Intellectual rigour with ability to think creatively	X	
Considered and calm approach	X	
Approachable and team orientated	X	

**The University is committed to equality and valuing diversity, and applications are particularly welcomed from women and black and minority ethnic candidates, who are under-represented in academic posts in Science, Technology, Engineering, Medicine and Mathematics (STEMM) at Sussex.**

