



1 Advertisement

Post Title: Head of Change 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: fixed term for two years

Reference: 6639

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

Placed on: 03 September 2021

Closing date: 23 September 2021. Applications must be received by midnight of the closing date.

Expected interview date: To be confirmed

Expected start date: to be confirmed

The University of Sussex is looking to recruit a Head of Change Communications to oversee all communications aspects of the University's transformation programmes, from devising the strategic approach to overseeing the delivery of activities. This new role sits within the University's Communications, Marketing and Advancement division and comes at an exciting time of change for the division and University.

The Head of Change Communications will ensure that the change communications strategy is delivered to a consistently high standard and remains within budget.

As a leading member of a high-performing communications team, the post holder will be responsible for ensuring that objectives are met on time and that all activity is in line with the University's overall strategic priorities. They will be responsible for ensuring compliance with professional standards and regulatory requirements.

The role's principle accountabilities are to:

1. Direct all communications activity relating to the University's transformation programmes.
2. Create and oversee a comprehensive communications strategy that ensures the University's staff and stakeholders understand what the change means for them.
3. Ensure that there is comprehensive two-way engagement amongst all stakeholder groups through a wide range of communications activities.
4. Provide strategic counsel to the University's senior leaders to ensure that the case for change is communicated to all audiences, that it is understood and that processes are clear.

5. Devise multi-channel strategies throughout the lifespan of the transformation programme using existing and new channels.

6. Analyse all activity, providing evidence of success and adapting plans depending on effectiveness.

A sound track record of initiating and managing large-scale communication strategies within a complex organization is vital, as is the ability to build effective relationships with, and command the respect of, a wide range of stakeholders, including senior staff members, influencing as necessary and resolving conflict.

The post holder should be highly organised and able to manage multiple project streams.

The ideal candidate will have extensive knowledge of effective change communication tactics and latest developments in internal communications processes and technology, including social media.

Evening and weekend working may be required during busy times.

Please contact Alex Fulton at a.fulton@sussex.ac.uk 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

Please find further information regarding the school/division [here](#)

3. Job Description

Job Description for the post of: Head of Change Communications

Department: Communications

Section/Unit/School: Communications, Marketing and Advancement

Location: Sussex House/remote working

Grade: 8

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

Responsible for: Internal Communications Manager (to be recruited)

PRINCIPAL ACCOUNTABILITIES

1. Direct all communications activity relating to the University's transformation programmes.
2. Create and oversee a comprehensive communications strategy that ensures the University's staff and stakeholders understand what the change means for them.
3. Ensure that there is comprehensive two-way engagement amongst all stakeholder groups through a wide range of communications activities.
4. Provide strategic counsel to the University's senior leaders to ensure that the case for change is communicated to all audiences, that it is understood and that processes are clear.
5. Devise multi-channel strategies throughout the lifespan of the transformation programme using existing and new channels.
6. Analysis of all activity, providing evidence of success and adapting plans depending on effectiveness.

KEY RESPONSIBILITIES

1. Ownership of the University's communications strategy that supports the transformation programme.
2. Developing a programme of regular engagement for all stakeholder groups that enables a two way-conversation.
3. Overseeing a multi-channel communications strategy that is accessible for different audience groups.
4. Being a key member of the change programme team, contributing to all planning and development, ensuring that communication and engagement elements are considered and represented throughout the programme.
5. Integration with other senior members of the Communications department ensuring that all communications relating to the transformation programme are integrated with other communications activity particularly with staff, students, our alumni community and the media.
6. Advising and supporting the University Leadership Team to ensure that communications to smaller staff groups across the University is relevant, localised, timely and comprehensive.
7. Coordinating with a range of University Divisions to ensure information is accurate, timely and aligned. Complex processes will need to be clearly outlined and accessible to all audiences.

8. Managing a Communications Manager to assist in the delivery of the transformation communications strategy.
9. Oversee the development of communications materials including presentations, web copy, video, graphics, written materials and social media content.
10. Ensuring that measurement mechanisms are in place to assess effectiveness of communications and engagement activities – and taking responsibility to flex strategies and plans appropriately.

To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed.

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

INDICATIVE PERFORMANCE CRITERIA

- Line management of one team member
- Responsible for communicating the University's transformation programme from conception to completion
- Responsible for ensuring that the University's leaders are able to provide staff across the University with the information they need.
- The post holder reports to the Associate Director of Communications, Digital and Creative Media but enjoys a defined level of autonomy and responsibility to enable the post holder to manage their own work and that of their reporting managers to achieve their agreed objectives. The role holder also supports the senior leadership team of their Division to achieve 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 Communications, Marketing and Advancement's compliance with all applicable statutory and regulatory compliance obligations. 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.

4. Person Specification

ESSENTIAL CRITERIA

1. Sound track record of initiating and managing large-scale communication strategies within a complex organization.
2. Highly organised with the ability to manage multiple project streams. Ability to prioritise and execute tasks in an environment with competing demands
3. Ability to build effective relationships with, and command the respect of, a wide range of stakeholders, including senior staff members, influencing as necessary and resolving conflict.
4. Demonstrably strong influencing, negotiating and communications skills with the ability to listen and respond to the needs of a wide range of stakeholders at all level.
5. Analytical skills with the ability to assess complex and competing data, generate effective solutions and make effective decisions
6. Excellent oral and written communication skills, as well as an ability to frequently communicate complex, conceptual ideas and technical material effectively with all levels of staff.
7. Formal professional qualification in area of project.
8. Ability to improve services through innovation

ESSENTIAL ROLE-SPECIFIC CRITERIA

1. Thorough knowledge of effective change communication tactics
2. Extensive knowledge of latest developments in internal communications and processes and technology including social media
3. Developing comprehensive change communication strategies for a wide range of audiences with proven success
4. Senior experience in a communications role in a large or complex organisation
5. Experience of crisis communication and/or issues management
6. Ability to develop and drive organisationally-integrated strategies and plans
7. Able to present information to large groups confidently and clearly, using digital presentation tools

DESIRABLE CRITERIA

1. Experience of change communications in the Higher Education sector
2. Experience of using digital platforms for effective engagement events