1 Advertisement

Post Title: Internal Communications Manager
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: 6640
Salary: starting at £34,304 to £40,927 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 an Internal Communications Manager to support the delivery of a comprehensive communications strategy to engage all members of the University community in its transformation programme.

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 Internal Communications Manager will report to the Head of Change Communications and will develop and deliver tactical communications plans that support the University’s overall Transformation Communications Strategy.

The role’s principle accountabilities are to:

1. Be responsible for delivering key elements of the strategy, including the design and delivery of engagement events, drafting of materials such as presentations, Q&As, emails, web copy, scripts and speeches.

2. Lead on the production of video, artwork and other supporting creative materials.

3. Be responsible for ensuring materials are developed to the highest standard, seeking input from relevant stakeholders.

4. Collaborate with a wide number of internal colleagues, building strong relationships to ensure that communication activities are coordinated and planned.

5. Update online channels and using the University’s content management system to ensure that information is available to audiences and regularly updated.
6. Develop creative ideas to engage staff by using the latest digital platforms to ensure that everyone’s views can be heard.

7. Support the delivery of tactical communications plans that underpin the overall strategy, particularly to smaller audience groups across the University.

Relevant experience of working in a large organisation in an internal communications role is vital, as is effective planning and organisational skills, including writing and delivering communications plans.

The post holder should have well-developed interpersonal skills with the ability to quickly build rapport and the ability to effectively influence others in their area of expertise, effectively contributing to team working.

The ideal candidate will have proven success in developing comprehensive change communication plans for a wide range of audiences and have the ability to introduce a step-change in how internal audiences engage with an organisation.

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: Internal Communications Manager

Department: Communications

Section/Unit/School: Communications, Marketing and Advancement

Location: Sussex House/remote working

Grade: 7

Responsible to: Head of Change Communication

Responsible for: N/A
Role description:
Reporting to the Head of Change Communications to support the delivery of a comprehensive communications strategy to engage all members of the University community in its transformation programme.

1. Responsible for delivering key elements of the strategy, including the design and delivery of engagement events, drafting of materials such as presentations, Q&A’s, emails, web copy, scripts and speeches.
2. Leading on the production of video, artwork and other supporting creative materials.
3. Responsible for ensuring materials are developed to the highest standard, seeking input from relevant stakeholders.
4. Collaboration with a wide number of internal colleagues building strong relationships to ensure that communication activities are coordinated and planned.
5. Updating online channels and using the University’s content management system to ensure that information is available to audiences and regularly updated.
6. Developing creative ideas to engage staff by using the latest digital platforms to ensure that everyone’s views can be heard.
7. Supporting the delivery of tactical communications plans that underpin the overall strategy, particularly to smaller audience groups across the University.

PRINCIPAL ACCOUNTABILITIES
- Provide clear information for all audiences within the organisation relating to the University’s transformation programme.
- Respond to queries and potential issues, identifying options and recommending solutions, liaising closely with relevant teams in divisions across the University.
- Support the implementation of improvements in how we communicate and engage throughout the programme, taking direction from the Head of Change Communications.

KEY RESPONSIBILITIES
1. The post holder will need to develop and deliver tactical communications plans that support the University’s overall Transformation Communications Strategy.
2. They will be responsible for the production and delivery of key communications materials including emails, webcopy, scripts, speeches and presentations.
3. They will also need to brief and oversee the production of video and other digital content, working with internal and external contacts, as appropriate.

4. They will need to collaborate extensively with colleagues in Internal Communications to plan activity ensuring a coordinated approach.

5. The post holder will need to deliver staff engagement events, allowing audiences to join both in-person and digitally, ensuring the highest levels of attendance possible.

6. They will need to establish avenues for interaction with feedback a key focus of these events. Presenters will need to be fully briefed and supported.

7. They will need to support the Head of Change Communications in delivering mechanisms for measuring success and ensuring that there is analysis on how plans are performing.

8. Working with the Head of Change Communications, the post-holder will be required to attend relevant planning meetings and those related to the University's transformation programmes.

9. The post-holder will also deputise on occasion for the Head of Change Communications

10. Develop and maintain effective relationships across the organisation to engender confidence and trust in the advice provided at all stakeholder levels

11. Support managers across the organisation on the production of communications materials and ensure that these are shared with key stakeholders

12. Lead the design and delivery of materials where appropriate

13. Work closely with relevant teams across the organisation encouraging sharing of best practice and collaboration in improving processes and procedures.

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

Dimensions

- This role does not have any budget responsibility.

- This role does not have any line management responsibility.

- This role does not have any responsibilities for equipment or premises.

- The post holder reports to the Head of Change Communications working under general direction within a clear framework the post holder will manage their own work to achieve their agreed objectives. The role holder will play a key role in supporting the Divisional leadership team 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 the Communications, Marketing and Advancement Divisions 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.

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. Of graduate calibre with relevant experience of working in a large organisation in an internal communications role.

2. Effective planning and organisational skills, including writing and delivering communications plans.

3. Well developed interpersonal skills with the ability to quickly build rapport with the ability to effectively influence other in area of expertise, effectively contribute to team working.

4. Effective oral and written communications skills to work with colleagues and customers providing information and responding to questions and queries, with the ability to present complex ideas in a way that can be understood by all employees.

5. Ability to work flexibly within a small team and on own initiative.

6. Competent IT skills to effectively manage own work load including web content management systems.

7. Digital content generation skills including PowerPoint and ability to effectively commission creative assets.

ESSENTIAL ROLE-SPECIFIC CRITERIA
1. Developing comprehensive change communication plans for a wide range of audiences with proven success

2. Introducing a step-change in how internal audiences engage with an organisation

3. Knowledge of effective change communication tactics Knowledge of latest developments in internal communications and processes and technology including social media

4. Ability to improve services through innovation

5. Experience of successfully working with senior stakeholders

**DESIRABLE CRITERIA**

1. Two years’ experience in a similar role.

2. Two years’ experience working in a university or similar environment.

3. Able to present information to large groups confidently and clearly, using digital presentation tools

4. Experience of crisis communications