

## JOB DESCRIPTION

<b>Job Title:</b>	Deputy Head of Communications & Engagement	<b>Grade:</b>	SG8
<b>Department:</b>	Marketing and External Relations	<b>Date of Job Evaluation:</b>	May 22
<b>Role reports to:</b>	Head of Communications & Engagement	<b>SOC Code</b>	
<b>Direct Reports</b>	Senior Internal Communications & Engagement Manager Social Media Manager Senior External Communications Officer		

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

### **PURPOSE OF ROLE:**

To provide strategic communications advice and operational oversight of all communications activity undertaken by the University. To deputise for the Head of Communications as required and lead on day-to-day management of the PR, Social Media and Internal Communications teams as they deliver priorities as set out in This is Our Time, University Strategy 2030.

### **KEY ACCOUNTABILITIES:**

#### **Team Specific:**

- To support the leadership, implementation and evaluation of the university's strategic communications activities with key audiences including students, staff, sector, influencers and partners
- To ensure all communications activity contributes to the priorities set out in the University of Greenwich Strategy 2030 (Student Success, Inclusivity and Culture, Impactful Research and Knowledge Exchange and Connected and Sustainable Campuses)
- To provide leadership and direction for the institution's communications with students, working closely with the key stakeholders and in particular Greenwich Students' Union to ensure communications activity has measurable impact and improves student experience and includes a strong student voice in all new content
- To further develop the institution's communications with employees (academic and professional services), working closely with senior managers including the Vice-Chancellor, the Executive Director of People, Deputy Vice-Chancellors, Pro Vice-Chancellors, Faculty Operating Officers, the Chief Operating Officer and Executive Directors of the professional services.
- To develop the university's local, regional and national profile through its PR and external communications activity, developing partnerships with organisations of influence (eg local councils, Visit Greenwich), relationships with media and sector commentators and to support academic Faculties to promote and share their work to help the university to build and enhance its reputation

- To play a key role in the university's crisis communications activities, taking part in the on-call rota and ensuring there are robust systems in place to monitor, pre-empt and respond to reputational risks
- To take part in key project groups to provide strategic communications and engagement advice to group members
- To analyse, understand and apply sector and organisation-specific knowledge in the delivery of all communications activity, producing content (and supporting the teams to provide content) that is accessible, timely and relevant for a wide range of audiences utilising a range of in-person, written and digital platforms and channels
- To lead the Internal, external and social media teams – setting clear objectives, managing priorities, delegating work
- To build relationships with colleagues across the directorate to set quality standards and ensure communications and engagement work adds value to the University's Strategy 2030 and related objectives.
- To work closely with other Professional Services Directorates including People, Academic Services and the Students' unions to explore and understand staff and student needs and deliver effective internal communications and engagement activities which meet those needs
- To play a key contributing role in (and act as Vice Chair of) the Communications Forum
- To manage tools and contracts to enable effective evaluation and reporting of our communications and engagement activity (eg Poppulo and Vuelio)
- To oversee, support and evaluate Communications Plans and approaches for specific project, activities and events
- Any other duties required which are appropriate to the grade of the post.

**Generic:**

- To provide senior expertise and counsel about communications to senior managers in Faculties, Professional Services and the Vice-Chancellor's Office.
- To establish and maintain networks of communicators in the university, promoting best practice, opportunities for professional development, skills-sharing and, where appropriate, shared ways of working, channels, planning and content and using this network to identify good practice and stories to be shared externally
- To evaluate the effectiveness of the university's communications, using appropriate research and monitoring approaches.
- To maintain awareness of the wellbeing of team members and to support them to seek specialist advice and services when necessary.
- To advise and guide new staff within the team on standard procedures and expected standards of performance.

**Managing Self:**

- To manage own workload, ensuring that key objectives as identified in the annual appraisal process are met, providing regular updates on progress to the Head of Communications & Engagement
- To undertake training and professional development to maintain awareness of the latest good practice in all relevant communications fields

**Core Requirements:**

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible
- Adhere to current legal requirements and best practice relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

**Additional Requirements:**

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that the Communications Team delivers the required level of service.

**KEY PERFORMANCE INDICATORS:**

- % increase (YOY) in positive media coverage of the university (including internationally)
- % increase (YOY) in engagement and followers on our social media channels
- % open rates/engagement with internal communications posts
- Attendance at all staff/student events
- % of staff that would recommend the university as a good place to work

**KEY RELATIONSHIPS (Internal & External):**

PR & Internal Communications Officer  
 Social Media & Campaigns Officer  
*Internal Communications and Engagement Officers x 2 tbc*

Senior leaders including the Vice-Chancellor and VCO staff; Chief Operating Officer; Director of Human Resources; members of VCG and OMG; Vice-Chancellor's Forum; Faculty Operation Officers; Chief Executive, President and Officers at GSU, Sector reps including UUK and Universities Alliance

<b>PERSON SPECIFICATION</b>	
<b>Essential</b>	<b>Desirable</b>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Substantial track record of success in planning, delivering strategic communications and engagement activity for students and staff and an understanding of their communications needs</li> <li>• Experience of leading teams to deliver successful outcomes.</li> <li>• Experience of working autonomously and taking decisions in the development, planning and delivery of communications activities</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent influencing, interpersonal and oral communication skills with the ability to operate effectively within a large and complex organisation, winning the confidence of senior colleagues.</li> <li>• Ability to resolve problems and react to challenges applying relevant knowledge, skills and experience</li> <li>• Ability to influence, inform and guide senior colleagues as the subject matter expert for internal communications and engagement</li> <li>• Excellent writing skills with an ability to receive, understand and convey complex messages.</li> <li>• Ability to manage a demanding and varied workload, setting and meeting deadlines.</li> <li>• Ability to establish and maintain excellent service levels for internal clients.</li> <li>• Advanced understanding of research and evaluation techniques in internal communications.</li> <li>• A commitment to continuous professional development, excellent ICE networks and the maintenance and development of skills and expertise</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>

- An effective team worker, able to work flexibly and under pressure, working to deadlines in a busy office.
- Excellent interpersonal skills and the ability to advise and guide senior colleagues, often on complex issues.

**Qualifications**

- N/A

**Personal attributes**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful

**Qualifications**

- Professional qualification, or substantial evidence of training/development in communications, Public Relations, social media or internal communications

**Personal attributes**

- N/A