

JOB DESCRIPTION

Job Title: Head of Corporate Communications

Grade: SG9

Department: Marketing & External Relations

Responsible to: Associate Director Marketing Communications

Responsible for: Deputy Head of Communications and Engagement, Senior Internal Communications and Engagement Manager, External Communications Manager

Key Contacts: N/A

Standard Occupational Classification (SoC code):

Non-Contractual Nature of Role Profile: 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

The Head of Corporate Communications is responsible for:

- Leading the implementation of the internal and external communications strategies for the university in support of the university's strategic plan, mission and values.
- Playing a critical role in shaping how the university is perceived by staff, students, the media, stakeholders and the public.
- Acting as the subject matter expert for external relations and reputation management across the university and advising the senior leadership team on reputation matters.
- Working collaboratively with internal and external stakeholder networks to develop projects and partnerships that enhance the reputation of the university.

KEY ACCOUNTABILITIES

Team Specific:

External

- Develop and deliver the university's corporate communications strategy for effective engagement with a range of external stakeholders, including delivery of the annual report and other key corporate reports.
- Develop and implement a media relations strategy to deliver a strong and positive profile for the university via local, national, international and specialist media.
- Develop and implement issues and crisis management plans and advise senior leaders on management of these to protect the university's reputation.
- Develop and deliver a strategy to leverage LinkedIn as a core corporate channel for the university. Coordinate high quality posts and video content to the platform from teams across the university, including Partnerships Hub, Employability, Alumni and Fundraising and others.
- Lead strategic relationships with communications teams at University Alliance, Royal Borough of Greenwich, Old Royal Naval College, local health partners, and others.

Internal:

- Develop and deliver the university's strategic communications plan for effective engagement with staff, collaborating with the VCO, faculties, schools, and Professional Services Directorates including People Directorate, to ensure their needs are met.
- In collaboration with the VCO, Student and Academic Services, the Greenwich Students' Union and others, develop and deliver the university's first strategic engagement plan for students.
- Deliver the Vice-Chancellor's annual communications plan including staff and student engagement opportunities, video messages, all staff sessions and media and external profile opportunities.
- Deliver the communications and engagement plan for the university's strategy and sub-strategies ensuring strong staff engagement with the 2030 vision and KPIs.

Generic:

- Keep abreast of sector-related communications best practice and wider developments to realise opportunities for their use and potential to contribute to the achievement of the university's strategic goals in a timely manner.

- Manage the Corporate Communications budget and ensure best value on all spend and activity.
- Act as an ambassador actively promoting the university and the Marketing and External Relations Directorate to internal and external audiences.

Managing Self:

- Maintain own continuous professional development (CPD).
- Develop, lead and maintain positive relationships with internal and external stakeholders.
- Role model the University's values of Inclusive, Collaborative and Impactful.

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 department delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- These will be set and agreed with the line manager, following appointment and then reviewed periodically.

KEY RELATIONSHIPS (Internal & External):

- Vice Chancellor's Office
- Pro VCs/DVCs
- MER senior leadership team
- Marketing Communications Heads and Business Partners

- Executive Directors of Professional Services
- Heads of Schools and academics
- Media (local, national, international and specialist)
- Stakeholders and VIPs
- Communications leads in HE sector/partner organisations

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Experience of delivering communications strategies for a large, complex organisation.
- Experience of collaborating with internal and external teams to deliver strategic projects and KPIs.
- Providing high level communications expertise and advising on crisis and issues management to senior leadership teams.
- Using of professional judgement to manage issues and crises.
- Providing sound judgement with regards to reputational risk and stakeholder relationships.
- To have an expert understanding of UK Higher Education policy and media relations protocol and provide advice and guidance to internal stakeholders on this basis.
- Experience of setting overall strategy for a team and objectives against functional area.
- Experience of leading university project meetings to ensure that the team or delivers against strategic objectives and KPIs.
- An excellent record of cultural understanding and competence.

Desirable Criteria

- Delivery of communications strategies for a Higher Education institution.

SKILLS:

Essential Criteria

- Advanced knowledge of communications delivery and management.

- Excellent stakeholder management and influencing skills.
- Excellent written and verbal communication skills including presentations and leading multi-stakeholder meetings.
- Strong influencing and leadership skills.
- Advanced coaching/ mentoring skills.
- Able to lead staff effectively to maximise their performance.
- Able to be a senior level ambassador for the university at external events and meetings.
- Able to be a strategic leader driven by targets and results.

Desirable Criteria

- N/A

QUALIFICATIONS:**Essential Criteria**

- Degree or equivalent experience in communications or a related field

Desirable Criteria

- Postgraduate degree or professional industry qualification or membership (e.g. CIPR)

PERSONAL ATTRIBUTES:**Essential Criteria**

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

Desirable Criteria

- N/A