

JOB DESCRIPTION

Job Title:	Senior Internal Communications & Engagement Officer	Grade:	SG7
Department:	Communications and Recruitment - PR & Internal Communications	Date of Job Evaluation:	March 2020
Role reports to:	Internal Communications Manager		
Direct Reports	None		
Indirect Reports:	None		
Other Key contacts:	PR & Communications Manager, Social Media Officer, Content Manager, Vice-Chancellor and Vice-Chancellor's Office, Faculty Marketing Leads, Academics and Departmental Leads, Professional Services leads (HR, IT, Student & Academic Services, Estates & Facilities & other departments as required), Greenwich Students' Union and Staff Networks		
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 support the Internal Communications Manager in implementing the university's Internal Communications Strategy and Internal Stakeholder Engagement Plan
- To support the delivery of strategic priorities working with and advising, senior stakeholders
- To ensure students & staff are well informed about, and engaged with, all aspects of university life in a timely, relevant and accessible way
- To support the development and implementation of new staff engagement approaches, working closely with the Internal Communications Manager and colleagues in Human Resources

KEY ACCOUNTABILITIES:

Team Specific:

Strategic objectives

- Support the delivery and development of effective communications campaigns and plans for a variety of topics and subjects
- Ensure internal communications enable staff and students to understand and connect with the university's strategic objectives, vision and values
- Contribute to and deliver quality and engaging Internal Communications detailed in the Forward Communications Plan for staff and student

audiences

- Identify new and exciting content, formats and capabilities to increase the quality of our internal communications and to drive engagement across the university with staff and student audiences, drawing on external best practices.
- Maximise the use of our existing channels and develop new channels to connect our staff and students to the university, driving engagement and advocacy
- Apply standards that promote continuity and consistency across our IC communications practices
- Participate in projects to continually improve protocols and process for communications support

Producing Engaging Content

- Drafting and editing engaging messages for multiple channels and audiences
- Publishing materials to a range of channels including internal and student news, digital signage and managing broadcast email distributions
- Working with colleagues across the university to understand, explain and convey information that both engages and informs staff and students, and is in line with the university's strategic objectives. This will need to be undertaken frequently and timely, accessible and shared on the university's internal communications channels

Staff and Student Communications and Engagement

- Work collaboratively to develop staff and student engagement principles and plans for their implementation, agreeing these with stakeholders and implementing the university's new internal stakeholder engagement plan.
- Work with and support our student ambassadors, briefing them so they are clear on how to deliver communications that meet professional standards and align with our strategic priorities.
- Ensuring that tasks are allocated fairly and working within student ambassadors contracted hours
- Be responsible for creating, coordinating and tracking plans for Comms & Engagement, taking independent decisions in relation to the management and implementation of relevant plans
- Interpret data, create insights and make recommendations on actions that will drive staff and student engagement
- Optimise engagement using appropriate communication channels, for both people and digital channels
- Adapt and produce collateral for engagement events/meeting/interventions
- Deliver initiatives identified in the People Strategy and new staff engagement plan that drive improvement and a high performance culture
- Build strong internal networks and drive change management, communication of communication & engagement initiatives
- Drive and support the development and implementation of people recognition initiatives that are valued across the university
- Organise logistics and support content development for inspiring university and campus events including town halls, videos etc.

- Join internal working groups to help keep Communications & Engagement at the forefront of university developments
- Act as a key champion within the business; integrating seamlessly with other disciplines as required
- Work closely with the Internal Communications Manager, Human Resources teams and senior leadership to support buy in of the staff engagement plan
- Support the Internal Communications Manager, Human Resources & senior leaders to define, build and grow the university's culture drawing upon best engagement practices and industry good practice
- Work with Human Resources Directorate to co-create engaging communications that explain and bring to life often complex subjects so that they reflect our university brand, encourage staff to engage with the university's initiatives and attract top talent to the university

Deployment

- Utilise resources effectively to ensure delivery of all internal communications requirements
- Monitor / evaluate to improve future activity via a test, learn, refine programme of activity, continuously and proactively exploring, understanding and reflecting stakeholders' needs
- Ensure all projects are correctly scoped, briefed, approved and brought in on time and on budget

Results & reporting

- Utilise data through a variety of data sources to assess / improve coverage & reach
- Conduct quarterly / monthly reviews
- Contribute to reviews to improve future activity via a test, learn, refine programme

Management (team and suppliers)

- Support the Internal Communications Manager to manage supplier relationships ensuring all projects are managed to brief and delivered on time and on budget
- Ensure all team members / projects integrate seamlessly with other disciplines as required and ensuring that the planned and reactive communications and initiatives are given the priorities needed to deliver timely, and meet our communications principles
- Ensure all required approvals are gained where required

Integration

- From a content gathering / dissemination perspective, work closely with the respective central / faculty teams to ensure the content gathered can be utilized / disseminated at a cross-channel level

Generic:

- An effective communicator (verbal and written) to ensure that effective working relationships / partnerships are forged and maintained
- Show sensitivity to those who may need help or, in extreme cases are showing signs of obvious distress and seek relevant advice, refer to relevant support as needed
- Support in the delivery of all Internal Communications workstreams as identified by line management
- Establish and maintain networks within the university, to aid the planning and distribution of PR, Social Media & Internal Communications workstreams

Managing Self:

- Keep abreast of internal communications trends (including brands which actively target 16-24 year olds)
- Review own development regularly, with input into development plan for discussion with Line Manager.
- Maintain a professional approach at all times through the application of effective relevant skills and applying initiative and creativity to communications solutions, issues encountered and managing stakeholder relationships
- Manage work effectively and deliver under pressure
- Working with other staff effectively to help maximise their performance by working as one team

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.
- Working across all three campuses
- Willingness and ability to travel to workplace locations within the UK
- Commitment to key strategic priorities of the directorate and the university

Additional Requirements:

Undertake any other duties as requested by the Director or their line 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 PR and Internal Communications Department delivers the required level

of service.

KEY PERFORMANCE INDICATORS:

- Increase staff engagement
- Increase student engagement
- Introduce more new videos for our IC channels

KEY RELATIONSHIPS (Internal & External):

- Line manager: Internal Communications Manager
- UOG Marketing Communications: PR & Communications Manager, Social Media Officer, Content Manager
- University Leads: Vice-Chancellor and Vice-Chancellor's Office, Faculty Marketing Leads, Academics and Departmental Leads, Professional Services leads (HR, IT, Student & Academic Services, Estates & Facilities & other departments as required), Greenwich Students' Union and Staff Networks

PERSON SPECIFICATION	
Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Experience developing and delivering an internal staff engagement strategy for a medium to large organisation; informing students and staff • Experience of project and event management • Experience in using data to drive performance improvement • Experience in delivering clear and meaningful change and engagement interventions • Experience in managing stakeholders at all levels of the organisation with excellent liaison and networking skills <p>Skills</p> <ul style="list-style-type: none"> • Strong internal communications skillset • Advanced writing, proof reading & editing skills, with the ability to write for / to different audiences • Advanced written and verbal communication skills • Ability to present to and influence Senior Management • Multitasker able to work across multiple projects to tight timescales <p>Qualifications</p> <ul style="list-style-type: none"> • Appropriate professional qualification / equivalent experience <p>Personal attributes</p> <ul style="list-style-type: none"> • We are looking for people who can help us deliver the values of the University of Greenwich: 	<p>Experience</p> <ul style="list-style-type: none"> • Experience within Higher Education sector • Line management <p>Skills</p> <ul style="list-style-type: none"> • Good understanding of the characteristics and qualities that prospects / applicants / students / alumni / staff want from a University • Stakeholder management / political skills to help operate within a complex organisation with sensitive multi-agency partnerships <p>Qualifications</p> <ul style="list-style-type: none"> • Professional qualification, or evidence of training/development in internal comms • Membership of a relevant professional body <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A

Excellence, Determination, Inclusivity, Ambition and Creativity	
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