

Job Description

Job title: Head of Engagement Communications

Faculty/Directorate: Marketing and Communications

Grade: H

Role Profile: SMH1

Full time: 37 hours per week

Permanent

	Duties of the role
Overall purpose of the role	<p>The Head of Engagement Communications will lead strategic communications across all key audiences for the university, including staff, students and external stakeholders. They will lead the work of the engagement communication function to develop and deliver highly effective, innovative engagement campaigns to support the strategic ambitions of the university. This will include supporting internal transformation, student engagement and satisfaction, and key external audiences.</p> <p>The role operates at a strategic level, where decisions taken will have a significant impact on the University's reputation and delivery of strategic ambitions.</p>
Main duties and responsibilities	<p>To lead in the development and delivery of the university's engagement communications strategies in order to support the university's strategic ambitions.</p> <p>To co-ordinate and ensure a highly professional, innovative and effective approach to communications, in order to engage audiences with key strategic activities and generate positive change.</p> <p>To undertake data analysis and use market insight and management information to shape strategy and key decisions.</p> <p>Identify and deliver enhancements in the university's engagement communications service.</p> <p>To lead and deliver the implementation of impactful internal communications policy, in order to promote positive cultural change and engagement</p> <p>To lead the university's social media strategy and delivery. This includes corporate leadership across all areas of the business engaged with social media.</p> <p>To lead student-facing communications, promoting a positive student experience and impact to key measures such as the National Student Survey.</p> <p>To lead a highly effective and broadly skilled Engagement Communications service, ensuring the team can act as expert advisers and advocates at all levels in supporting colleagues across DMU secure engagement with key initiatives and campaigns.</p> <p>To demonstrate the highest levels of professional standards, promoting a culture of innovation and the achievement of high standards.</p> <p>To represent the university on internal and external groups as appropriate.</p> <p>To develop key relationships across the University to support the communications agenda,</p>

Duties of the role

with significant influential capability.

To inform and advise relevant committees to the University's Leadership Team on strategic and significant operational issues within the role holders' areas of responsibility.

To oversee and take responsibility for the effective management of the allocated budget, taking control of all expenditure to ensure the delivery of objectives within the budget.

Other roles and responsibilities may be designated in line with University priorities.

Take responsibility for ensuring that the University's strategic equality plans are in place and provide regular reports on progress.

Other

Promote and exhibit DMU values and be a role model for the university's code of conduct.

Perform any other duties commensurate with the job grade as reasonably required from time to time.

Treat all DMU staff, students, contractors and visitors with dignity and respect. Provide a service that complies with the Equality Act 2010, eliminating unlawful discrimination, advancing equality of opportunity and fostering good relations with particular attention to the protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief (or none), sex and sexual orientation.

All members of staff are responsible for their contribution to improved environmental performance and in reducing greenhouse gas emissions at DMU. It is therefore required that all members of staff are aware of how the Environmental Policy relates to their own role at the University. Staff conduct must reflect the values inherent in the Environmental Policy and where required staff must cooperate with Environmental Policy and where required staff must cooperate with environmental compliance and conformance requirements to help minimise our emissions to air, water and land.

Person Specification

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Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
Leadership and Management	Demonstrable background of leading and managing team/s of professional staff from Communications backgrounds.	Essential	✓	✓		
	Ability to influence and persuade at all levels whilst displaying sensitivity and diplomacy.	Essential	✓	✓	✓	
	A high level of impact and influence skills at team, University and external level.	Essential	✓	✓		
	A highly credible University ambassador with the accompanying interpersonal skills.	Essential	✓	✓		
	Strong leadership and management skills ensuring optimal levels of performance and accountability	Essential	✓	✓		
Operational Management	Knowledge of communications strategies, concepts and practices.	Essential	✓	✓		
	Strong leadership and management skills ensuring optimal levels of performance and accountability.	Essential	✓	✓		
	Excellent written and oral communication skills	Essential	✓	✓	✓	
	A track record of achievement across a significant diversity of projects and initiatives, demonstrating excellent project management skills and successful delivery.	Essential	✓	✓		
	A demonstrable understanding of utilising a range of media to effectively engage audiences and stakeholders	Essential	✓	✓	✓	
	Excellent knowledge of social media and digital engagement strategies	Essential	I	I	I	
	Demonstrable awareness of the rapidly changing HE environment.	Essential	✓	✓	✓	
Planning and organisation	A strong background in establishing and maintaining relationships with key stakeholders.	Essential	✓	✓		

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
	Experience of leading a change agenda	Desirable	✓	✓		
Budget control	Experience of budgetary management and financial planning.	Essential	✓	✓		
Qualifications	Higher degree or professional qualification in a related field.	Desirable	✓	✓		
Other	Demonstrable commitment to equality and diversity.	Essential	✓	✓		
	Ability to promote a positive health and safety culture, and improve health and safety performance	Essential	✓	✓		

***A = Application Form; I = Interview; T = Test; D = Documentary Evidence**