

Job Description

Senior Internal Communications Officer

Directorate: Marketing and Communications

Grade: F

Role Profile: SMF1

Full time (37 hours per week)

Permanent

	Duties of the role
Overall purpose of the role	<p>The Senior Internal Communications Officer will report into and support the Internal Communications (IC) Manager to implement and enhance the university's IC strategy using a variety of communications tools and methods to boost student and staff engagement levels. The post-holder will work closely with senior stakeholders across the university, in particular, Student and Academic Services, on student focused engagement campaigns and change initiatives. The Senior Internal Communications Officer will play a key role in implementing the recommendations of our student channels survey, ushering in new strategies and ways of communicating with our students. The post-holder will also deputise for the Internal Communications Manager as necessary in their absence, including attendance at senior university and directorate meetings.</p> <p>In addition, the post-holder will help shape the work of the IC team, delivering high-quality communications plans, writing copy, regularly updating intranet news pages, producing video and utilising the most effective social media channels. The Senior Internal Communications Officer will also manage and mentor a Student Engagement Officer to support the team's objectives and improve their learning and development.</p>
Main duties and responsibilities	<ul style="list-style-type: none"> • To lead on the planning, prioritisation and delivery of student and staff communications via a variety of channels, including regularly updating the internal news pages on the student and staff intranets and utilising the most effective social media channels. • To work closely with the Student and Academic Services and staff within their directorate in developing and delivering effective communications for students and staff. • To ensure all audiences receive information in the 'right way' and at the 'right time'. Ensure that DMU's 'voices' are shaped for particular stakeholders and that communications are concise, clear, consistent, coherent and effective in delivering the required communications aims. • Bring project management approaches to communications planning, taking into account university, Directorate and team priorities, stakeholder engagement, available resources and realistic timescales. • Work with the Internal Communications Manager and Associate Director of Communications to deliver team-wide plans which reflect Directorate and university priorities. • Work with other Communications team members on campaigns and strategic activities and events as required and share potential good news stories arising out of the internal communications portfolio. • To support the Internal Communications Manager to implement and deliver the university's wider internal communications strategy. • Produce regular reports on delivery of internal student communications for senior stakeholders against stated objectives and agreed priorities. • To hold regular reviews of industry/sector best practice and ensure the delivery of

	Duties of the role
	<p>annual performance improvement plans in relation to student communications to facilitate continued innovation in the way we engage students.</p> <ul style="list-style-type: none"> • To keep updated on current HE issues to ensure internal audiences are informed and involved wherever necessary. • Work collaboratively with staff in the Directorate and across the university to create excellent stakeholder relationships. • To share own professional expertise in communications to coach and advise staff across DMU on good communications practice, liaising with colleagues to identify particular needs. • To give high quality and engaging presentations to audiences at all levels across the university to engender communications excellence. • Deputise for the Internal Communications Manager or Associate Director of Communications as necessary in their absence. • To represent the Directorate and university on working groups as required. <p>Management</p> <ul style="list-style-type: none"> • Manage a Student Engagement Officer, ensuring they produce high-quality copy and content for internal audiences as required for use across all internal communications and social media platforms and channels. • Carry out objective setting and measurement for direct report and hold regular staff appraisal and development in their line management of the Student Engagement Officer (Grade D) as necessary. • Manage the annual budget for student engagement activities in relation to the pre NSS #loveDMU campaigns. <p>Other</p> <ul style="list-style-type: none"> • Be an ambassador for the Directorate in all activities undertaken. • Be prepared to work unsociable hours (evenings and weekends) on occasion as required. • Recognise which issues need to be escalated to the Internal Communications Manager and/or Associate Director of Communications. • To routinely and robustly challenge facts and figures • 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.

Person Specification

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Area of responsibility	Requirements	Essential or desirable		*Method of assessment			
				A	I	T	D
Qualifications	Professional Marketing/Communication qualification or studying towards CIPR or PRCA	Essential		X			X
	Qualification in project management such as PRINCE2 or similar		Desirable	X	X		
	Degree or equivalent qualification or experience in a relevant area	Essential		X			X
Communications planning	Extensive experience of delivering communications to diverse audience groups via a variety of internal channels, including content management systems, email, newsletters, digital, social media and face-to-face channels	Essential		X	X	X	
	Experience of creating and implementing effective communications plans while considering organisational and team priorities, stakeholder engagement, available resources and realistic timescales	Essential		X	X	X	
Reporting and measurement	Ability to use metrics and reporting to continually review and improve internal communications	Essential		X	X		
Stakeholder management	Proven experience of working with senior stakeholders to enhance and maintain excellent stakeholder relationships	Essential		X	X		
Content and copywriting	Proven ability to generate high-quality, copy to deadline	Essential		X	X	X	
	Experience of editing to style, length and format instructed	Essential		X	X	X	
	Experience of proof-reading corporate	Essential		X	X		

	copy to the highest standard of accuracy						
Corporate objectives	Experience of writing copy to reflect key messages and organisational strategic objectives	Essential		X	X		
Management	Experience of managing or overseeing procedures and processes to ensure smooth and effective team-wide operations	Essential		X	X		
	Experience managing a small team and/or project, providing guidance and supervision to ensure that objectives are delivered	Essential		X	X		
Social media	Experience of using social media including Facebook, Twitter, Instagram and LinkedIn to engage audiences	Essential		X	X		
Fast-paced environment	Experience in a newsroom or a fast-paced environment in a complex organisation	Essential		X	X		
Attitude	Positive and proactive attitude with a can-do approach to challenging targets	Essential		X	X		
HE experience	Experience working in HE or thorough understanding of the sector		Desirable	X	X		
Expert liaison	Experience of working with specialists and ability to understand needs in their discipline and to then translate to all audiences (e.g. academics)		Desirable	X	X		

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