

Job Description

Job Title:	Senior Internal Communications Officer (colleague and student communications)
School/Service:	External Relations
Grade:	G
HERA Reference:	
Responsible to:	Internal Communications Manager
Responsible for:	N/A
Job Purpose:	
<p>To create a coordinated communications plan for all colleagues and students across the university - which provides appropriate and timely information to help them feel engaged and proud to work/study here.</p> <p>To work in partnership with key stakeholders across the university, working closely to plan and develop communications plans and calendars.</p>	
Main Duties and Responsibilities:	
1. Regularly meet with senior stakeholders to advise them on their internal communications challenges, identify their needs and support them in creating plans and communications for colleagues and students	
2. Help stakeholders to understand good communications, reinforcing the need for timely, targeted and high-quality messages	
3. Manage the colleague and student communications plan and calendar, sharing with other members of the service to ensure a coordinated and consistent approach to communications	
4. Act as an advocate for the colleague/student experience – utilising feedback to understand needs and keeping them informed about: <ul style="list-style-type: none"> • the things they need to know while working/studying • the bigger picture and how it affects their experience here (e.g. the Campus Masterplan) • the great things that colleagues/students are doing, so they feel engaged and proud to work/study here 	
5. Create a range of content for colleagues and students, including news updates, blog posts, speeches, scripts, slides, events and social media content	
6. Monitor, measure and utilise feedback and best practice to continuously improve our communications, campaigns and channels	
7. Ensure that all communications are high quality, targeted, timely and in line with our style guide, brand guidelines and tone of voice	
8. Help shape the Student Experience Strategy and deliver the improvement plan as part of the staff survey, giving students and colleagues the best possible experience	
9. Provide out of hours on-call communications support for crisis situations on a rota basis, helping to advise senior managers of key messages and support the delivery of the approach.	
10. Support the Senior Internal Communications Officer and Internal Communications Manager, and wider team to deliver on key communication priorities.	
11. Support key University events and priorities, including the Lancashire Science Festival, University Stars awards, Clearing, Graduation, Open days and Applicant days.	

Personal Specification

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Attributes	Essential	Desirable	Measured By
Work Experience	Internal communications experience in a large, complex organisation	Experience of working in, or closely with a PR team	Application
	Experience of working with and influencing senior stakeholders (at Director level)		Application and interview
	Experience of the communications planning process, and developing communications plans		Application and interview
	Working on change and crisis communications		Application and interview
	Experience of developing and improving communications channels, using data, feedback, or communications best practice		Application and interview
Education/Qualifications	Relevant degree in communications, PR, marketing, English or journalism		Application
Skills/Abilities	A well-rounded knowledge of internal communications best practice and how to communicate in an impactful way		Interview/test
	Excellent writing skills and attention to detail, with the ability to write engaging news stories, blog posts, scripts, leadership messages, Q&As and tweets		Interview/test
	Digitally savvy, and able to manage content on social media channels, intranets, email distribution systems and CMS	Experience of publishing and managing content on SharePoint and Microsoft 365	Interview
	Good stakeholder management skills - able to advise, influence and offer appropriate challenge, to help people understand what good communications looks like		Interview
Other	A team player, committed to a positive solution-focused culture		Interview
	Committed to equality, diversity and the UCLan Values	Understanding of digital accessibility and usability guidelines	Interview