

Job Description



Job Title: Associate Director of Communications

Faculty/Directorate Marketing and Communications

Grade: Senior

Role profile: Executive

Full time (37 hours per week), Permanent

	Duties of the role
Overall purpose of the role	<p>The Associate Director of Communications will contribute to the corporate leadership of the University and its strategic direction, ensuring that the University is able to deliver its ambitious Empowering University strategy.</p> <p>The role will take a lead role in managing the profile of the university, managing its reputation, furthering its influence within the sector and across stakeholder groups, and ensuring a media profile in line with the strategic objectives.</p> <p>The role also leads both staff and student-facing internal communications, playing a key role in cultural change, engagement, and supporting the institutional transformation outlined in the Empowering University.</p>
Main duties and responsibilities	<p>To act as a lead specialist advisor to the University's Leadership Team (and at times the Board of Governors) on specific issues, e.g. public affairs and crisis management. To lead the management of the university's external reputation.</p> <p>To co-ordinate and ensure a highly professional approach to communications and public relations, creating opportunities to enhance the university profile and managing media coverage and other channels to protect and enhance reputation.</p> <p>To lead and deliver the implementation of an effective employee communications policy, strategy and initiatives to promote cultural change and engagement and support major transformative programmes.</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 the university's public affairs strategy and activity, ensuring positive engagement and profile with government, policy makers and national/regional stakeholders to support the university's strategic aims.</p> <p>To lead an expert Communications content production team, focused on copywriting, video</p> <p>To establish, manage and maximise the use of a team of professional staff (approx. 30), ensuring that their work is aligned and contributes effectively to the Directorate aims and the delivery of high professional standards of service and support. Contribute to the leadership of the Marketing and Communications Directorate.</p> <p>To demonstrate the highest levels of professional standards, promoting a culture of innovation and the achievement of high standards.</p> <p>To develop and enhance close partnership working between all those responsible for the</p>

	Duties of the role
	<p>delivery of communications across the universitu.</p> <p>To develop key strategic relationships outside of the University to support the communications agenda, with significant influential capability, and represent the university on internal and external groups as appropriate.</p> <p>To inform and advise relevant committees to the University's Board of Governors on strategic and significant operational issues within the role holders' areas of responsibility.</p> <p>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.</p> <p>Other roles and responsibilities may be designated in line with University priorities.</p> <p>Take responsibility for ensuring that the University's strategic equality plans are in place and provide regular reports on progress.</p>

Person Specification

Job Title: Associate Director of Communications

Faculty/Directorate Marketing and Communications

Grade: Senior

Role profile: Executive

Full time (37 hours per week), Permanent

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
Leadership and Management	Substantial experience of leading and implementing strategic change within a large/complex organisation including the development and implementation of strategy and policy.	Essential	✓	✓		
	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	✓	✓	✓	
Operational Management	Knowledge of communications strategies, concepts and practices.	Essential	✓	✓		
	Experience of leading public affairs strategy, supporting institutional profile and influence	Desirable				
	Experience of reputational and crisis management communications	Essential	✓	✓	✓	

Area of responsibility	Requirements	Essential or desirable	*Method of assessment			
			A	I	T	D
	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 enhance the university's reputation	Essential	✓	✓	✓	
	Demonstrable awareness of the rapidly changing HE environment.	Essential	✓	✓	✓	
Budget control	Experience of budgetary management and financial planning.	Essential	✓	✓		
Qualifications	Degree or equivalent professional experience	Essential	✓	✓		
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**