



Senior Communications Officer

RGU, Communications

Job Summary

This is an exciting opportunity to play a key role in building RGU's reputation regionally, nationally and internationally by positively positioning the university among key internal and external stakeholders.

The role will focus on effective external and internal communications to raise awareness of the impact of the university through the delivery of its teaching, student experience, research and economic development, while promoting its culture and engagement with key stakeholders and influencers.

You will lead on key areas of the university's corporate communications strategy which includes proactive stakeholder engagement, strategic content development, media relations, public affairs and internal communications.

Salary on first appointment is normally to the bottom of the scale, although in exceptional circumstances an appointment further up the scale may be considered.

Closing Date: 29 September 2019

Job Description

RESPONSIBLE TO: Communications Manager

RESPONSIBLE FOR: N/A

PURPOSE OF POST:

Building RGU's reputation regionally, nationally and internationally by positively positioning the university among key internal and external stakeholder

PRINCIPAL DUTIES:

The role will have responsibility for the following key aspects of internal and external communications activity:

Lead on the development and delivery of the university's public/external affairs plan

designed to promote the university's delivery of key regional and national priorities to a range of stakeholders through the impact of its teaching, student experience, research and economic development.

Lead on the development and delivery of an internal communications plan designed to promote strategic messaging to ensure internal stakeholders feel informed and involved in the direction of the university.

Contribute to the operational management of the communications department, including monitoring departmental priorities and activities.

Identify, develop and coordinate strategic messaging and storylines for key stakeholders to promote the delivery of RGU's strategy, demonstrating achievements and reinforcing its strengths and culture.

Produce content for multimedia purposes for publication through external and internal multimedia channels.

Lead on the development an annual editorial calendar focused on creating and curating valuable relevant content which capitalises on internally and externally-led communication opportunities.

Support the communications manager with the university's reputation management, including the delivery of crisis communications protocol for external and internal communications.

Advise and support staff to create a better understanding of key audiences and various communication channels.

Support the development of a diverse mix of channels and coordinated communications tactics to support the communication strategy.

Manage social media channels, planning, producing and publishing content and responding to messages.

Report on the performance of communication channels and tactics and make recommendations for improvement.

Person Specification

ESSENTIAL REQUIREMENTS

Qualifications and Professional Memberships

First degree in communications-related discipline or significant background in corporate communications.

Knowledge and skills

Excellent teamwork skills, including working collaboratively to deliver on

departmental priorities and integrated communication campaigns.
Excellent stakeholder relations capabilities and project management skills.

Experience

Proven experience of high level writing skills and strategic content development.
Proven experience in targeted stakeholder engagement, including use of content and multimedia channels to reach specific audiences.

Demonstrated experience in public and/or external affairs, including building relationships, developing strategic messaging and collateral targeted at organisational external stakeholders.

Experience of targeted communications to promote the organisational culture, strategic messaging and facilitate the cascading of key organisational information to a range of internal stakeholders.

Ability to develop, manage and deliver focused plans aligned with organisational and departmental strategies.

Ability to lead on the operational management of a department, including monitoring the delivery of departmental priorities and activities.

Experience of measurement tools and performance reporting.

Experience in a complex organisation and ability to work across multiple departments and managing expectations others.

Experience of working quickly and accurately with resilience to work well under pressure.

Experience of prioritising and managing significant workload and meeting deadlines.

DESIRABLE REQUIREMENTS

Qualifications and Professional Memberships

Member of professional body

Knowledge

Familiar with graphic design software and experience of working with design agencies to guide the creative process.

Experience

Experience in the communications /stakeholder engagement in the higher/further education sector.

Experience of supervising a small team would be desirable.

Experience of building positive working relationships with a wide range of people.

Engagement of a wider network of professionals in creating and implementing new approaches to communications.

Behaviours

Behaviour 1: Communication - Ability to receive, understand and convey information requiring careful explanation and information of a complex or conceptual nature, in a clear and accurate manner.

Behaviour 2: Service Delivery - Experience of exploring and adapting a service to meet customers' expectations and also identifying ways of improving standards.

Behaviour 3: Liaison and Networking - Experience of circulating information in an accurate and timely manner, working across team boundaries to build and strengthen working relationships, leading and developing internal networks to pursue a shared interest and leading and building external networks to enhance the work of the organisation.

Behaviour 4: Decision Making - Experience of using own judgement to make decisions, making collaborative decisions with others to reach conclusions and providing advice or information that will influence the decisions of others.

Salary: 30942.00 - 33797.00 GBP per Year

Position Type: Full Time , Permanent 37.0 Hours per Week

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