**JOB DESCRIPTION**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of Internal Communications</th>
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<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Job type</td>
<td>Professional Services</td>
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<td>Grade:</td>
<td>8</td>
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<td>Accountable to:</td>
<td>Director of Marketing and Communications</td>
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**Purpose of the Post**

**Who we are:**

Royal Holloway, University of London, is ranked in the top 30 of all UK universities. Through world class research that expands minds and changes lives, the dedication of our teachers and the feel of the Royal Holloway experience, ours is a community that inspires individuals to succeed academically, socially and personally.

**Purpose of the post:**

The university is looking to recruit an experienced communications professional to lead our internal communications (iComms) function. The successful candidate will be responsible for developing and delivering an engaging iComms strategy for a diverse audience of students, academic departments and professional service colleagues. The iComms strategy will ensure the continued development of channels that provide two-way engagement, so that internal audiences can share their stories, be actively consulted on change projects and have reasons to feel proud about being part of the College. Using their experience of working in an integrated, campaign-led way, the post holder will lead, manage and inspire the iComms team to deliver an engaging and successful programme of internal communications, which increases engagement and participation levels.

**Direct reports**

- Internal Communications Manager (Students),
- Internal Communications Officer (Employability and Student Voice),
- Internal Communications Officer (x2) and interns

**Key Tasks**

The main responsibilities of the post are to:

- Be responsible for the development and delivery of a creative, responsive and tailored internal communications strategy, which enables the creation and sharing of engaging content, user generated where appropriate, in order to provide both students and staff with reasons to feel proud of being part of the Royal Holloway community.
- Lead the development and effective delivery of a calendar of internal campaigns, initiatives and messages, which support and reinforce the university’s strategy and core
business, celebrate successes, and order / bundle content as appropriate to ensure the greatest visibility of important messages (e.g. Student Surveys, Get Hired).

- Use audience insights and an evidence based approach to ensure the strategy and activity is relevant to the target audience. This includes, but is not limited to, leading student and staff focus groups and the application of digital platform analytics.
- Ensure activity is measurable and demonstrates a positive impact on agreed engagement measures.
- Work closely with the Principal and Executive team to improve their visibility, develop mechanisms to ensure the employee voice is heard and engaged with, and to increase the transparency of staff engagement in decision-making.
- Lead on the ongoing development of the core iComms channels, both online and offline, paying particular attention to how the university can address the emerging needs of Generation Z and harness digital platforms and developments such as dark social to support engagement.
- Act as lead communications consultant for Professional Service departments, providing communications guidance for change initiatives and celebrate success moments. Lead a group of iComms champions, and develop tools and templates to ensure continuous improvement.
- Protect and promote the integrity of the Royal Holloway brand and narrative, and ensure its consistent, authentic and appropriate / targeted application in content the team is responsible for.
- Provide internal communications leadership for change projects across the College; act as the communications lead on Project Boards, develop key messages and approaches, and deliver integrated communications and engagement plans.
- In collaboration with the PR team, ensure that iComms is ready at all times to manage any crisis or incident, both within and out of office hours.
- Lead and inspire the internal communications team, ensuring that activity is aligned with both the internal communication and College strategy.
- Play an important role in the Marketing and Communications Senior Team, providing leadership to colleagues across the function, and taking the lead on overarching campaigns for multiple audiences, as appropriate. This includes supporting some out-of-hours activities and events, in accordance with the university’s TOIL policy and volunteering time during the working day to support key initiatives, such as graduation.
- Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education.
- Ensure high standards of accuracy, attention to detail and customer service, and that the team is solution focussed.
- Manage the iComms and other designated budgets as appropriate, ensuring activity is delivered within agreed spend.
- Undertake other duties as may reasonably be required and which are commensurate with the grade.

Other Duties
The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager.

The post holder may be required to work at any of the locations at which the business of Royal Holloway is conducted.