JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Internal Communications Manager (Students)</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Grade:</td>
<td>RHUL 7</td>
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<td>Accountable to:</td>
<td>Head of Internal Communications</td>
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<tr>
<td>Accountable for:</td>
<td>Internal Communication Interns (two terms a year)</td>
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Purpose of the Post

The Internal Communications team (iComms) is responsible for developing and delivering engaging communication updates, events and campaigns that provide staff and students with reasons to feel proud to be part of the College, whilst ensuring that they are well informed about College plans and activity. The post holder will lead on the development and delivery of engaging student facing communication campaigns, manage the development of core student communication channels, and be accountable for the development, delivery and evaluation of an annual communication plan, with students as the target audience.

Key Tasks

- Lead the planning, development, delivery and management of creative, targeted and impactful student facing communication campaigns and activities, which support the objectives of the internal communications strategy. Campaigns include, but are not limited to; Welcome Week, Student Surveys (including the National Student Survey), and exam support.
- Be responsible for bringing creative and engaging new content to the student intranet and evolving existing content, including photography, as well as audio and video content. Be accountable for ensuring that all content is aligned to the College narrative and opportunities to engage students are maximised, such that feedback and metrics demonstrate the value students place in the intranet.
- In partnership with IT and Digital Communications, take ownership of the ongoing evolution of the student intranet platform, contributing ideas for structure and functionality based on internal insights and external best practice. Be a champion for digital accessibility and usability.
- Be responsible for ensuring that the full range of channels are used for student communications including, but not limited to, the weekly email to students from the Principal, digital screens, printed collateral, etc.
- Lead student focus groups to ensure campaigns are evidence based and insight led.
• Identify ways to measure the success of activity and ensure regular evaluation reports are produced with specific reports prepared for individual campaigns.

• Provide counsel as a subject matter expert to identify professional service and academic department heads, their delegates and colleagues around best practice in internal communications and College brand alignment. This includes, but is not limited to, writing style and application of brand guidelines.

• Contribute to managing the air traffic control of messages to students by working closely with colleagues across the College.

• Take personal responsibility for building and growing a network of contacts across the College.

• Manage project budgets under the direction of the Head of Internal Communications.

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.