## JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Internal Communications Officer (Staff and Content)</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>Marketing and Communications</td>
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<tr>
<td>Job type</td>
<td>Full Time, Permanent</td>
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<tr>
<td>Grade:</td>
<td>6</td>
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<tr>
<td>Accountable to:</td>
<td>Head of Internal Communications</td>
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<td>Accountable for:</td>
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### Purpose of the Post

The Internal Communications team is responsible for engaging target internal audiences by identifying, bringing to life and effectively expressing Royal Holloway’s stories and leadership messages through a variety of channels in the most inspiring, impactful and relevant way.

The Internal Communications Officer is responsible for planning, managing and sourcing content that will deliver dynamic, relevant and engaging campaigns to inspire, inform and motivate our staff based on agreed strategy and themes.

### Key Tasks

1. Directly manage and deliver targeted and creative internal communications activity that meets the strategic needs of the university aligned to the strategies and plans for the academic and professional services departments devised by the Head of Internal Communications.

2. Plan, research, create and distribute communication materials including written copy, photography, video and creative multimedia content for current internal channels, ensuring all appropriate approvals have been obtained.

3. Work with internal stakeholders and the wider Marketing and Communications teams to deliver identified elements of joined up communications plans, ensuring content, information and ideas the role is responsible for are owned, approved and shared appropriately.

4. Contribute to a calendar of campaigns and relevant dates to ensure there is a regular drumbeat of information that informs, engages and inspires our colleagues.

5. With support from the Head of Internal Communications, monitor and evaluate campaigns against targets and objectives, preparing updates to stakeholders and the wider team.

6. Develop and grow relationships with colleagues across the university and build a visible profile as the Internal Communications Officer for staff internal communications.

7. Work closely with colleagues across Marketing and Communications to gather organisational
success stories and ensure that these are shared across the appropriate channels

**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 undertake out-of-hours activities in accordance with the university’s TOIL policy and volunteer time during the working day to support College priorities such as, but not limited to, Graduation and National Student Survey completion.

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

**Internal and external relationships**

The following list is not exhaustive but the post holder will be required to liaise with:

- Internal Communications team
- PR team
- Events team
- Marketing colleagues
- Academic staff
- Other Professional Services staff