



JOB DESCRIPTION

Job Title:	Head of Internal Communications
Department / Unit:	Marketing and Communications
Job type	Professional Services
Grade:	8
Accountable to:	Director of Marketing and Communications
Purpose of the Post	
<p>Who we are:</p> <p>Royal Holloway, University of London, is ranked in the top 30 of all UK universities (<i>The Guardian University League Table, 2023</i>). Through world class research and education that expands minds and changes lives, the dedication of our staff and students, and the feel of the Royal Holloway experience, ours is a community that inspires individuals to succeed academically, socially and personally.</p> <p>Purpose of the post:</p> <p>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, academics, and professional services 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 strategic development and delivery, understand and get involved with change projects and institutional priorities and have reasons to feel proud about being part of Royal Holloway. 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.</p> <p>Direct reports</p> <ul style="list-style-type: none"> • Internal Communications Manager (Students), • Internal Communications Officer (Staff and Content Creation) • Internal Communications Officer (x2) and interns 	
Key Tasks	
<p>The main responsibilities of the post are to:</p> <ul style="list-style-type: none"> • 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. 	

- Work closely with the Principal and Executive Board to distil and communicate institutional narratives, improve their visibility and modes of communication, develop mechanisms to ensure the employee and student voice is heard and engaged with, and to increase the transparency of staff and student engagement in decision-making.
- 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, Induction and Integration).
- 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.
- 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 in time Generation A) and harness digital platforms and developments such as dark social to support engagement.
- Act as lead internal communications consultant for Professional Service departments and academic schools, providing communications guidance for change initiatives and celebrate success moments. Liaise with iComms contacts across the university, and develop tools and templates to ensure continuous improvement and communication of university narratives.
- 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 strategic delivery across the university; 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 and Media 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 university 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 budget 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 institution. The post holder will be expected to undertake other duties as appropriate and as requested by his/her/their manager.

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

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below.

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	Essential	Desirable	Tested by Application Form/Interview/Test
Knowledge, Education, Qualifications and Training			
First degree or equivalent professional experience	X		Application form
Skills and Abilities			
Strong negotiation, diplomacy and stakeholder management skills	X		Interview
Confident and competent when managing multiple workstreams	X		Interview
Very organised with strong attention to detail	X		Interview
Excellent verbal and written communication skills	X		Interview and Test
Experience			
Extensive experience of working in a communications environment	X		Application form and interview
Track record of planning and delivering successful communication strategies and supporting plans, ideally with a focus on internal engagement	X		Application form and interview
Experience of providing communications guidance and counsel to senior leaders and managers, including drafting presentations, briefing materials and being recognised as a trusted advisor.	X		Application form and interview
Experience of leading and line managing a high performing team	X		Interview
Evidence of ability to develop, deliver and lead change communication programmes. Examples of activity might include developing communications strategies and supporting	X		Application form and interview

plans, developing narratives, creating programme summaries and preparing and delivering presentations			
Experience in developing/managing website content, including an understanding of user journey experience, and of harnessing social media platforms to support engagement campaigns	X		Application form and interview
Evidence in/or considerable experience/knowledge of the following: <ul style="list-style-type: none"> - Budget management - Design and Print Production - Content Management systems 	X		Application form
Experience in developing effective measurement and reporting mechanisms to identify trends and insights and applying these to shape and develop future activity	X		Application form
Experience of being able to take complex subjects and translate them into engaging content for use across a variety of targeted channels	X		Interview/Test
Experience of managing multiple stakeholders with complex and sometimes conflicting agendas	X		Interview
Experience of using video and photo editing software e.g. Adobe Premier Elements and/or Adobe photoshop would be an advantage		X	Interview
Excellent IT skills with experience of using MS software packages	X		Test
Experience of delivering projects, ideally related to online platform development, with delivery on time and to budget	X		Interview
Other requirements			
Willingness to be flexible, including working beyond normal working hours where necessary	X		Interview