



## JOB DESCRIPTION

<b>Job Title:</b>	Internal Communications Manager (staff)
<b>Department / Unit:</b>	Marketing and Communications
<b>Job type</b>	Full time, Permanent Professional Services
<b>Grade:</b>	RHUL 7
<b>Accountable to:</b>	Head of Internal Communications
<b>Accountable for:</b>	Internal Communications Officer (staff)
<b>Purpose of the Post</b>	
<p>The Internal Communications team (iComms) is responsible for developing and delivering engaging strategic communication and engagement campaigns and initiatives, that provide staff and students with reasons to feel proud to be part of the University, whilst ensuring that they are well informed about University plans and activity.</p> <p>The post holder will lead on the development and delivery of engaging staff facing strategic communication campaigns, manage the development of employee engagement activity, and be accountable for the development, delivery, and evaluation of an annual communication plan, with staff as the target audience and work closely with the External Communications team on crisis communications and the University's reputational risk.</p>	
<b>Key Tasks</b>	
<p>Support the Head of Internal Communications in communicating the University's new strategy for the 2030s and institutional narratives, improving their visibility and modes of communication and developing mechanisms to ensure the employee voice is heard and engaged with, and to increase the transparency of staff engagement in decision-making.</p>	
<p>Lead the planning, development, delivery, and management of creative, targeted, and impactful staff facing communication and engagement campaigns and activities, which support the objectives of the internal communications strategy, and the new wider University strategy piece.</p>	
<p>Be responsible for bringing creative and engaging new content to the staff social media channels and 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 University narrative and opportunities to engage with staff are maximised, such that feedback and metrics demonstrate the value staff place in central communications.</p>	
<p>In partnership with the Head of Internal Communications, IT and Digital communications, take ownership of the ongoing evolution of the staff intranet platform, contributing ideas for structure and functionality based on internal insights and external best practice. Be a champion for digital accessibility and usability.</p>	

Be responsible for ensuring that the full range of channels are used for staff communications and engagement activities, including, but not limited to, social media, the weekly email to staff, the staff intranet, open meetings and other conversational engagement events.

Working closely with the Head of Internal Communications, identify ways to measure the success of activity and ensure regular evaluation reports are produced with specific reports prepared for individual campaigns and the staff communication channels to demonstrate positive impact.

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

Supporting the Head of Internal Communications to protect and promote the integrity of the Royal Holloway brand and narrative, and ensure its consistent, authentic and appropriate/targeted application in staff content.

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

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

Take responsibility for developing and leading crisis communications and managing the University's reputational risk with the External Communications team.

#### **Other Duties**

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the University. The post holder will be expected to undertake other duties as appropriate and as requested by their manager.

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:

Senior Leadership team

Strategic Planning

Estates

HR

Organisational Development

Other teams within Marketing and Communications

## PERSON SPECIFICATION

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

**Job Title: Internal Communications Manager (Students)**      **Department: Internal Communications, Marketing and Communications**

	Essential	Desirable	Tested by Application Form/Interview/Test
<b>Knowledge, Education, Qualifications and Training</b>			
First degree or equivalent professional qualification e.g CIM	E		Application
<b>Skills and Abilities</b>			
Track record in successfully developing and delivering communication and engagement plans	E		Application
Strong organisational skills with the ability to work effectively under pressure to deadlines with multiple stakeholders	E		Interview
Evidence of a creative approach to comms that engages target audiences	E		Application
Evidence of creative writing skills and the ability to develop written content for multiple channels	E		Test
Excellent digital and social media skills including familiarity with social media platforms and content management systems	E		Application
Experience of using video and photo editing software or aptitude/enthusiasm to learn ie. Adobe Premiere Elements and / or Adobe Photoshop would be an advantage.		D	Interview
Evidence of ability to build trusted relationships with a range of stakeholders	E		Interview
Evidence of the ability to provide leadership, management skills and support to motivate the team to reach their objectives.	E		Interview
<b>Experience</b>			
Experience of working in a busy communications environment ideally with experience of internal communications and engagement	E		Application
Experience of working in a team to deliver projects or campaigns to a diverse range of audiences via a range of channels	E		Interview

<b>Other requirements</b>			
Proactive, positive and enthusiastic approach	E		Interview
Able to occasionally work beyond normal working hours when required	E		Interview