

Communications Manager

Job Ref: REQ240258

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.

Job Description

Job Grade: Management and Specialist Grade 6

Job Purpose

To deliver brand building activity for Loughborough Business School (LB) through the development and delivery of targeted and creative communications content that will reach and engage national and international audiences from prospective students to academic peers and industry, as well as the school's staff, researchers, current students, and alumni. The post-holder will operationally manage, implement, and monitor multiple campaigns and projects to enhance the school's profile and the University's reputation as a research-led institution and a high-quality first choice UK HE destination.

As part of the Marketing and Advancement team, the post holder will report into the Senior Marketing Manager and work closely and collaboratively with a range of colleagues within Loughborough Business School and across the Marketing and Advancement teams to deliver a flexible and integrated approach to marketing and communications, whilst also ensuring compliance with the University's brand, overarching strategies, and relevant legislation such as GDPR and CMA.

The post holder will also be expected to contribute to broader communications related initiatives within the Marketing and Advancement function and align Loughborough Business School activities with overarching brand and reputation, research profile, and future students' strategies, both embodying and amplifying the work.

Job Duties

Leadership and management:

- Work with staff, researchers, and students within Loughborough Business School to identify and maximise communications opportunities.
- Establish and maintain strong working relationships with relevant teams in Marketing and Advancement to identify opportunities for and deliver coordinated communications to internal and external audiences.

- Contribute to broader communications initiatives and activities undertaken by teams within Marketing and Advancement.
- Manage project and campaign budgets effectively, providing regular reporting to line manager.

Planning/intelligence:

- Support the Senior Marketing Manager's strategic planning process by creating annual internal and external communications plans which achieve reputational and awareness building objectives.
- Ensure that activities are underpinned by an informed and robust knowledge and evidence base, working with the Market Insight team to draw on market research, CRM data, sector insight and other sources.
- Measure and analyse communications initiatives, and recommend adaptations if required, set clear KPIs to ensure ROI and high levels of engagement with target audiences.
- Produce reports for colleagues within Loughborough Business School, Marketing and Advancement and other University teams as required.

Marketing and communications:

- Deliver coordinated, multichannel communications campaigns for internal and external audiences, maximising paid, owned, and earned channels.
- Source, write and produce news and digital content (e.g. blogs, newsletters, electronic direct mail, thought leadership pieces) aimed at external audiences, liaising as appropriate with Corporate Communications and other teams in Marketing and Advancement, such as Web, Digital and Social Media teams.
- Work with the Corporate Communications team to identify and seek to maximise PR and media opportunities, ensuring amplification of reach across media and social channels, and encouraging engagement from academic colleagues in reputation-building activities.
- Lead the development and delivery of communications activities and projects aimed at current students, staff, and researchers within Loughborough Business School, utilising appropriate materials and channels.
- Support the Marketing and Advancement teams with the implementation of University-wide internal communications initiatives, e.g. the National Student Survey.
- Ensure Loughborough Business School communications activities, events and news etc are integrated and connected across available channels and platforms, both within the School and across the University networks.
- Contribute to the Marketing and Advancement content calendar to ensure that the planning and delivery of communications opportunities are coordinated across the University.

- Ensure all Loughborough Business School online and print communications/collateral are consistent with brand guidelines, incorporate key messages and adhere to professional brand standards.
- Contribute to the successful promotion of research and innovation capabilities.
- Provide communications activities that will support the school to build strategic partnerships, aligned to the school's core proposition, Progress with Purpose. This will involve close working with the Events Manager, Partnerships and Alumni Engagement colleagues.
- Provide guidance, advice, and updates to the school on matters relating to internal and external communications.

Other:

- To build and establish effective networks with key internal and external stakeholders (including partners and suppliers).
- To stay up to date with new innovations, processes, trends, and developments in the Higher Education sector, nationally and internationally to ensure that Loughborough Business School is seen as a leader in the field by peers.
- To keep abreast of developments in policy from the Government and professional bodies such as UCAS and Student Finance.
- To ensure compliance with relevant legislation such as GDPR and CMA.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility entailed.

Special Conditions

All staff have a statutory responsibility to take reasonable care of themselves, others, and the environment and to prevent harm by their acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Policy & Procedures.

All staff should hold a duty and commitment to observing the University's Equality & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equality & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses which include Respecting Diversity and, where appropriate, Recruitment and Selection.

Organisational Responsibility

Reports to Senior Marketing Manager, Loughborough Business School, Business Partner.

Person Specification

Your application will be reviewed against the essential and desirable criteria listed below. Applicants are strongly advised to explicitly state and evidence how they meet each of the essential (and desirable) criteria in their application. Stages of assessment are as follows:

- 1 – Application
- 2 – Test/Assessment Centre/Presentation
- 3 – Interview

Essential Criteria

Area	Criteria	Stage
Experience	Significant experience in a media, PR or communications role	1,3
	Experience of planning and delivering successful annual communications plans, aligned to organisational objectives, from conceptualisation to delivery	1,2,3
	Experience of developing original copy and content for communications and promotional collateral	1,3
Skills and abilities	Highly developed copywriting ability, proofing and editing skills	1,2,3
	Proven communications planning skills	1,2,3
	Current and relevant knowledge of digital communications and social media use	1,3
	Exceptional organisational, planning and project management skills	1,3
	Customer-focused approach and results driven	1,3
	Excellent interpersonal skills – communicating, explaining, persuading, negotiating – in relation to staff at all levels	1,3
	Excellent attention to detail and accuracy	1,2,3
	Ability to update CMS systems	1,3
	The ability to build, nurture and maintain a strong network of stakeholder contacts	1,3
	Well-developed problem-solving skills, using initiative and judgement.	1,3
	Able to work under pressure and meet competing deadlines.	1,3
	Able to plan, prioritise and work independently and to deal with unforeseen problems and circumstances effectively.	1,3

	Awareness of key legislation e.g. FOI, GDPR and Copyright law	1,3
Training	A willingness to undertake further training as appropriate, and to adopt new procedures as and when required	
Qualifications	First degree or equivalent	1,3
Other	Evidence of a good working knowledge of equal opportunities and understanding of diversity in the workplace	1,3
	Willingness to work flexibly and to work occasional out of hours where required.	1,3
	An innovative, proactive and dynamic approach	1,3

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
	Experience of the supervision and line management of staff	1,3
	Experience working in B2B communications	1,3
Skills and abilities	Awareness/knowledge of higher education issues	1,3
Qualifications	Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent	1,3
	Membership of the CIM or CIPR	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Management & Specialist Grade 6, £33,966 - £44,263 per annum. Starting salary to be confirmed on offer of appointment.

The appointment will be subject to the University's normal Terms and Conditions of Employment for Academic and Related staff/Operational and Administrative staff, details of which can be found [here](#).

The University is committed to enabling staff to maintain a healthy work-home balance and has a number of family-friendly policies which are available at <http://www.lboro.ac.uk/services/hr/a-z/family-leave-policy-and-procedure---page.html>.

We also offer an on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme (further details are available at: <http://www.lboro.ac.uk/services/hr/a-z/childcare-information---page.html>)

In addition, the University is supportive, wherever possible, of flexible working arrangements. We also strive to create a culture that supports equality and celebrates diversity throughout the campus. The University holds a Bronze Athena SWAN award which recognises the importance of support for women at all stages of their academic career. For further information on Athena SWAN see <http://www.lboro.ac.uk/services/hr/athena-swan/>