

INTERNAL COMMUNICATIONS OFFICER

Job Ref: REQ240357

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.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

Administrative Services Grade 5

Job Purpose

To support the Corporate Communications team by delivering a range of internal communications and campaigns targeted at current students, members of staff and other individuals/groups based on the University campus.

Job Duties

- Deliver a broad range of communications activities, projects and campaigns aimed at current students, staff and other individuals/groups based on the University campuses utilising appropriate materials and channels
- To produce and distribute the University's weekly staff and student e-newsletters, as well as the quarterly printed staff newsletter
- To send internal mass emails to staff and/or student audiences on an ad hoc basis as and when required
- Keep up to date with emerging internal communications trends and contribute to the further enhancement of the University's internal communications channels
- Support the production of additional internally-focused publications and collateral by collating and developing copy, sourcing and commissioning images, video, graphics etc
- Ensure communications activities, events and news etc are integrated and connected across all available outlets and platforms including social media
- Liaise regularly with Loughborough Students' Union to deliver coordinated student communications activities
- Liaise regularly with key Professional Services sections, such as HR and Organisational Development, Student Services, and Estates and Facilities Management, to deliver coordinated student, staff and campus partner communications activities
- Update the content calendar to ensure that the planning and delivery of internal communications opportunities are coordinated across Marketing and Advancement and other relevant sections

- Support the measurement and analysis of internal communications campaigns and produce campaign reports to distribute to key stakeholders
- To support with crisis communications when needed

General Administration

- Respond to enquiries received in person, by telephone or email and take appropriate action. This will include dealing with a range of colleagues.
- Provide cover and support for other colleagues at busy times and in cases of absence, by undertaking such duties and responsibilities which are commensurate with the grade and nature of the post.
- Ensure compliance with relevant University policies and procedures.
- Undertake any training and development deemed appropriate for the position by the relevant line manager

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 Equity & Diversity policy and procedures at all times. Duties must be carried out in accordance with relevant Equity & Diversity legislation and University policies/procedures.

Successful completion of probation will be dependent on attendance at the University's mandatory courses.

Organisational Responsibility

Reports to the Internal Communications Manager.

Person Specification

Your application will be reviewed with respect to meeting the essential and desirable criteria listed below. 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 PR or communications role	1,3
	Experience of dealing with people at a range of levels from a variety of organisations.	1,3
	Experience of working individually and as part of a team	1,3
	Experience of developing original content for promotional collateral	1,3
	Experience managing or supporting campaign work	
	Experience using analytic tools to measure impact of communications	
Skills and abilities	Highly developed copywriting ability, proofing and editing skills	1,2,3
	Excellent interpersonal, organisational, oral and written communication skills	1,3
	Strong project management and planning skills	1,3
	Flexibility and the ability to adapt to a changing work environment	1,3
	Current and relevant knowledge of digital communications	1,3
	Web updating skills	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 in more complex situations	1,3
	Excellent practical IT skills including Microsoft Office and Outlook diary management	1,2,3
	Able to work under pressure and meet competing deadlines	1,3
	Able to work with accuracy and attention to detail	1,2,3

	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	
	Adopt new procedures as and when required	1,3
Qualifications	A level education or equivalent	1
	GCSE Grade C/4 or equivalent in English and Mathematics	1
Other	Evidence 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

Desirable Criteria

Area	Criteria	Stage
Experience	Experience of working in a large, complex organisation	1,3
	Experience working in a Higher Education setting	
	Experience using email building software	
Skills and abilities	Awareness/knowledge of higher education issues	1,3
	Video production and editing skills	
	Knowledge and experience using social media in an internal communications/PR context	
Qualifications	Chartered Institute of Marketing Diploma or Chartered Institute of Public Relations Diploma or equivalent	1,3
	An undergraduate degree in marketing, communications or relevant field	
	Membership of relevant body such as IoIC, CIPR, CIM	1,3

Conditions of Service

The position is full time and open-ended. Salary will be on Administrative Services Grade 5, £27979 - £32982 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 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](#)

We also offer an [on-campus nursery with subsidised places, subsidised places at local holiday clubs and a childcare voucher scheme](#)

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. [Read more information about Athena SWAN.](#)