

## **INTERNAL COMMUNICATIONS MANAGER (Maternity Cover)**

Job Ref: REQ205510

**As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.**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 develop and lead the delivery of a range of internal communications activities and to help shape the further development of communications channels and mechanisms to reach current students, members of staff and other individuals/groups based on the University's campuses.

#### **Job Duties**

##### ***Leadership:***

- To manage the work, performance and development of the Internal Communications Officer and the Internal Communications Assistant.

##### ***Communications:***

- Develop and oversee the delivery of a programme of activities, projects and campaigns, aligned with University priorities, aimed at current students, staff and other individuals/groups based on the University campuses, utilising appropriate materials and channels.
- Lead the production of digital, online and print collateral for internal stakeholder audiences.
- Contribute to the content calendar to ensure that the planning and delivery of internal communications opportunities are coordinated across Marketing and Advancement and other relevant sections.
- Keep up to date with emerging internal communications trends and work with Marketing and Advancement sections on their potential implementation.

- Ensure communications activities, events and news etc are integrated and connected across all available outlets and platforms including social media.

### ***Monitoring and evaluation***

- Measure and analyse initiatives and campaigns to monitor engagement levels and success and to ensure ROI.
- Produce reports for University colleagues.

### ***Internal Liaison:***

- Establish and maintain strong working relationships with Loughborough Students' Union and its Executive Officers to identify opportunities for and deliver coordinated student communications activities.
- Work with senior University staff, staff groups, central service departments and University Schools to identify and maximise internal communications opportunities.
- Contribute to broader initiatives and activities undertaken by the Corporate Communications Team and the wider Marketing and Advancement team.

### **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 the Associate Director of Marketing and Advancement (Head of Corporate Communications).

## 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	Experience in a PR or communications role	1,3
	Proven and demonstrable experience of delivering campaigns and results	1,3
	Experience of developing original content for 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
	Strong project management skills	1,3
	Excellent interpersonal, organisational, oral and written communication skills.	1,3
	Effective and confident communicator (written and verbal) with individuals at all levels of the University and within other organisations	1,2,3
	Excellent attention to detail and accuracy	1,2,3
	Current and relevant knowledge of social media use in an internal communications context	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.	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

### 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
Skills and abilities	Awareness/knowledge of higher education issues	1,3
Qualifications	Chartered Institute of Marketing Diploma <b>or</b> 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 fixed term. Salary will be on Management and Specialist Grade 6, at a starting salary to be confirmed on offer of appointment. The appointment will be subject to the University's Terms and Conditions of Employment for staff Grades 6 and above, 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 can be found [here](#).

The University offers a wide range of employee benefits which can be found [here](#).

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/>

## **Applications**

The closing date for receipt of applications is 21 July 2025.