

Job Description

Job Title:	Communications and Engagement Manager
Salary Band:	Band 4
Working Hours:	Professional contract – 35 hours per week (for nominal purposes)

Overall purpose/accountabilities:

Develop and implement internal and external corporate communications and engagement strategy to promote the work of University of Sunderland in London (UoSIL) and drive engagement across all audiences, both internal and external.

Engage key stakeholder groups including staff across the university, students, public, business and community groups, and the wider education sector community to support the University in achieving its strategic objectives.

Reporting lines:

This job reports to the Head of Marketing, Recruitment and Admissions with dotted line reporting to Head of Media, Comms & Events (based in Sunderland).

Staff reporting to this job:

None

Main duties:

Effectively engage with staff and students, sharing key corporate announcements and create and edit high-quality, engaging and creative content for the University's internal platforms, such as SharePoint, email communications, videos, digital/social media and printed content.

Deliver and coordinate a programme of corporate events, aligned to the business objectives set out in the University's Strategic Plan and in support of the University's commitment to public engagement in the local community. This includes all corporate activity relating to graduations (coordinating ceremony officiators and honourees; graduation speeches and corporate hospitality).

Provide strategic advice and counsel to the UoSIL senior management in raising awareness of the University's objectives, ethos, and success to enhance its reputation among internal audiences, creating a sense of belonging and pride in the university.

Develop and implement a strategy to build relationships with key stakeholders outside of the University (eg. local councillors, businesses and community groups) to raise awareness and support the UoSIL civic activity. This includes identifying key potential stakeholders; organising opportunities for networking; supporting senior management in advance of stakeholder meetings by preparing briefings and presentations.

With support from the Head of Marketing, and Recruitment and Admissions and Communications team in Sunderland, develop and implement a local and national media

relations strategy to ensure effective coverage of promoted activities and build UoSIL's reputation in the media.

Provide professional advice, support and training on media and communications matters to University colleagues, including senior managers and academics.

Support colleagues in the Marketing team to work towards consistency of brand and marketing communication.

Work collaboratively with stakeholders from across the University, based in both Sunderland and London, to ensure all opportunities for content creation is captured and coordinated appropriately and that the University's core values and brand are reflected in all corporate communications.

Attend internal and external meetings, conferences and events representing UoSIL. Participate at the University working groups and committees, as appropriate.

Effectively manage all staff and resources, ensuring all policies and procedures with respect of staff recruitment, selection, induction, appraisal, staff development, recognition, performance management and health and safety are adhered to and consistently applied.

Identify and participate in continuous professional development as appropriate.

Promote and encourage the practice of the University's equality and diversity principles in contacts with all staff, students and partners and promote corporate values through all streams of the role.

Any other duties commensurate with the nature of the job, as determined by an appropriate manager.

Special factors:

A flexible approach to work is required with some evening and weekend working required on occasion. The post may involve some UK travel, including to Sunderland campus, and annual leave may be restricted at certain times of the year to accommodate business needs.

Person Specification

Essential	Qualifications Educated to degree level.
	Experience Experience of newsgathering, writing and editing high quality communications for a range of audiences. Experience in developing and successfully implementing stakeholder engagement plans. Experience of contributing to external communications campaigns, including engagement with traditional and digital media. Experience of using internal communications to drive staff engagement, including the use of newsletters, intranets and engagement events.

	<p>Experience of preparing briefing documents, notes and other paperwork for senior managers and other stakeholders.</p> <p>Experience of providing specialist advice, guidance and training to a range of customers and colleagues, including more senior colleagues.</p> <p>Experience of planning and delivering events.</p>
	<p>Skills & Attributes</p> <p>Excellent oral and written communication skills with the ability to communicate effectively with different audiences. Strong interpersonal skills including negotiating, influencing and networking.</p> <p>Strong IT skills within a wide variety of Microsoft office programmes.</p> <p>Proven ability to multi-task, respond quickly to changing situations, prepare responses/narrative quickly and clearly and use personal initiative.</p> <p>A proven ability to use initiative, creativity and be pro-active to suggest and develop new ideas.</p> <p>A skilled influencer, with the ability to objectively challenge and negotiate with a variety of stakeholders.</p> <p>Proven ability to develop and maintain effective and professional working relationships across teams and diverse stakeholders, to support the achievement of collaborative priorities.</p>
Desirable	<p>Qualifications</p> <p>Relevant marketing/communications qualification.</p>
	<p>Experience</p> <p>Knowledge and experience of the Higher Education sector.</p>

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