

Job Description

General Details

Job Title	Head of Communications
School/Service:	Marketing and Communications
Normal Workbase:	Stoke Campus
Tenure:	Permanent
Hours/FTE:	1.0 FTE
Grade/Salary:	Grade 9
Date Updated:	February 2021

Job Purpose

To oversee the external and internal communications strategy of Staffordshire University to capture the attention of the broad audience of stakeholders in order to increase the reputation of, and trust in, the University regionally, nationally and globally, leading to enhanced student recruitment, student retention, staff engagement and partnership collaboration.

Relationships

Reporting to:	Executive Director of Marketing, Recruitment and Communications
Responsible for:	Communications Team

Main Activities

- Working with the Executive Director of Marketing, Recruitment and Communications to create impactful proactive campaigns to drive recruitment and reputation through local, regional and national, educational & business channels
- To manage the public affairs agenda working with SLT and Executive to deliver enhanced engagement, influence and contribution to KPIs.
- To support the growth of the University's research profile, increasing the share of voice to enhance student recruitment and research partnerships.
- To ensure the University is the go-to regional university for comment and to provide expert opinion.
- Management of the briefing of the Board, Executive and Senior Management Team prior to campaign and event delivery and proactive regular communications and public affairs briefings.

- Responsible for developing and delivering the internal communications strategy across all platforms, working with HR and SLT to create a two-way, productive working environment and good employee engagement scores.
- Responsible for delivering the student communications strategy across all platforms, working with SaAS, Students Union and Schools to create a two-way, collaborative environment – improving and impacting the student experience and retention.
- To be the key department lead in Crisis and Issues PR Management. Responsible for crisis communications, being part of the highest level of incident management arrangements and responding and supporting outside of normal hours as required.
- Managing the annual corporate events programme and establishing a framework for best practise in external event delivery.
- Establishing and managing an international PR network across the University's partnerships and agents.
- Manage stakeholder engagement and development, delivering results aligned to the organisation's KPIs.
- Oversee the University's investment in sponsorship and brand alignment strategies.
- Oversee the University's submissions to trade and peer awards
- Develop and deliver coordinated partnership communications strategies, working with partners across the public, private and third sectors
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- Work directly with the Senior Leadership Team and Vice Chancellor & Chief Executive, providing constructive challenge and delivery of sensitive and confidential initiatives.
- Managing budget and processes, ensuring production monthly cost centre reports and quarterly forecast and budget planning.
- Reporting on communications and marketing impact to the Senior Leadership Teams, Deans, Directors and partners
- Management of external PR and event resource as and when necessary.
- Delivering the Brand Vision throughout all activity.
- Manage the Communications Team, maintaining and developing processes and systems to ensure a proactive and effective approach
- The role holder is required to minimise environmental impact in the performance of their role and to actively contribute to the delivery of the University's Environmental Sustainability Policy

- To undertake any other reasonable duties as determined by the Executive Director of Marketing, Recruitment and Communications.

Special Conditions

The role holder will be required to travel between sites from time to time in a cost effective manner, which may be through the use of a car.

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus, it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Application Procedure

We encourage you to apply on-line at our website <http://jobs.staffs.ac.uk> as the system is user friendly and simple to complete.

We would ask all applicants to ensure that they have provided comprehensive information under each criteria in the Supporting Statements section of the application form and, if necessary, add any relevant additional information in the Additional Information Section.