# Generic job description and selection criteria

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| Job title | Communications Manager |
| Department |  |
| Grade and salary | Grade 8 |

## Job description

## Key responsibilities

* Develop, gain agreement and deliver a departmental communications strategy, taking into account priorities, audience requirements, channels, timescales and resources.
* Plan and deliver effective and timely communications activity in line with this strategy. This will include writing and editing online and printed material, organising events, and managing others to do so.
* Work proactively to identify, plan and coordinate press work for media-relevant activities in the department, in liaison with the University’s Public Affairs Directorate.
* Identify key audiences for the department’s communications, and raise the department’s profile among these audiences by providing them with relevant, timely and targeted information.
* Build strong professional relationships with key communications stakeholders across the collegiate University as well as relevant contacts external to the University.
* Establish and chair user groups/discussion groups as appropriate to facilitate effective communication.
* Provide expert advice, coaching and presentations on communications to subject matter experts in the department.
* Responsible for the evaluation of the communications strategy, including analysing results and implementing solutions.
* Line manage and develop the members of the communications team in the department.
* Ensure that departmental communications follow the University guidelines on branding and encourage others to use them.
* Manage the budget for communications activity in the department, with oversight from the departmental administrator.

## Selection criteria

### Essential

* Educated to degree level or equivalent relevant work experience.
* Proven experience in a communications/media role in a large organisation with multiple stakeholder groups.
* Demonstrated ability to conceive, implement and evaluate creative communication strategies in a large and complex organisation.
* Excellent written skills with the ability to develop high quality, accurate and consistent communications materials.
* Excellent oral communication and interpersonal skills, with the ability to inspire the confidence of senior colleagues.
* Demonstrable experience in producing effective web content and working with web content management systems.
* Must be a self-directed strategic thinker with the capacity to problem-solve, take initiative, set priorities, and exercise good judgment in an organised and professional manner.
* Demonstrable ability to assimilate complex information quickly and make it accessible to a wider audience through a variety of communications channels.

### Desirable

* Evidence of previous successful managerial/supervisory experience.
* Evidence of managing budgets.