



## Candidate Information

**Position:** Internal Communications Officer  
**School/Department:** Strategic Communications  
**Reference:** 24/111981  
**Closing Date:** Monday 24 June 2024  
**Salary:** £37,841 - £45,148 per annum.  
**Anticipated Interview Date:** Thursday 4 July 2024

### JOB PURPOSE:

The Strategic Communications Directorate at Queen's University Belfast is currently seeking to appoint an Internal Communications Officer.

At Queen's University Belfast, our people are at the heart of all we do, as outlined in the University's People and Culture Plan (<https://www.qub.ac.uk/directorates/HumanResources/hr-filestore/Filetoupload,1750807,en.pdf>). Working as part of the Internal Communications Team and as a business partner to the People and Culture Directorate, the post-holder will support the development and delivery of communications and campaigns to support Queen's people strategies and priorities, ensuring all communication activity is aligned to support the delivery of the University's strategic objectives, including our Strategy 2030 people priorities.

### MAJOR DUTIES:

1. Working with colleagues in the Strategic Communications Directorate, develop and deliver communications and campaigns to support Queen's people strategies and priorities.
2. Support the embedding of HR considerations, issues and plans across the wider work of the Strategic Communications Directorate, ensuring that they are considered and reflected appropriately in all corporate communication activity.
3. Contribute to the Strategic Communications Directorate's content planning grids, coordinating People and Culture communications to maximise impact.
4. Ensure consistent delivery of a high-quality internal communication service to support colleagues and stakeholders in the delivery of People and Culture-focused communications.
5. Work collaboratively with colleagues across the University and external partners to deliver and support effective People and Culture-focused communications to our key audiences.
6. Ensuring alignment with the University's brand, core values and Staff Charter, create, develop and edit high quality content for a variety of digital and non-digital channels and diverse internal audiences, including:
  - Writing impactful news stories and producing engaging audio, video and photographic content for web, e-zines, Queen's mobile app and digital signage.
  - Creating social media content that raises awareness and communicates key messages effectively.
  - Maintaining and developing the People and Culture website and SharePoint Intranet content.
7. Undertake monitoring and evaluation of the effectiveness of People and Culture-focused communications activity to support continuous improvement, taking insights from analytics and a range of other sources and tools to inform evidence-based communication approaches and advice.
8. Contribute to the development of the Queen's Employer Brand and to the internal communication aspects involved in its delivery.
9. Work with external agencies, creatives and suppliers to deliver content and other requirements.
10. Other duties, consistent with the grade of the post may reasonably be required.

### ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) in a relevant subject, or substantial relevant experience in a similar role.
2. Significant recent (in the last 6 years) relevant experience in a marketing/communications/PR role.

3. Demonstrable relevant experience of planning and delivering innovative and successful marketing and communication plans.
4. Demonstrable relevant experience of the following:
  - Digital Marketing using web tools and techniques.
  - CMS (content management system) and web authoring experience.
  - CRM (customer relationship management system).
  - Developing marketing/branding through the use of Social Media channels.
5. Demonstrable relevant experience of presenting to a variety of audiences.
6. Good IT skills, including Word, Excel, and PowerPoint.
7. Exceptional organisational and planning skills and the ability to prioritise and complete multiple tasks to agreed timescales and within budget.
8. Demonstrable ability to make effective and pragmatic decisions based on the specific situation or context.
9. Problem solving and analytical skills with the ability to evaluate evidence and create insight.
10. Ability to work collaboratively across boundaries as part of a multi professional team to achieve positive outcomes.
11. Excellent oral and written communication skills.
12. Excellent interpersonal skills with a record of working and influencing a range of stakeholders with the courage to challenge others and influence them to gain buy-in.
13. Flexibility, adaptability, and the ability to work on own initiative and as part of a team.
14. The ability to adapt and be resilient when faced with the demands of delivering a complex role in a busy and dynamic environment.
15. Ability to act as a role model and lead by example in accordance with the Core values of the University.
16. Willingness to work in evenings, weekends and public holidays as is required to meet the requirements of the role.

**DESIRABLE CRITERIA:**

1. A postgraduate or equivalent professional qualification in marketing, communications, PR, Digital marketing, journalism, or related subject.
2. Experience of working closely with human resources professionals to deliver information to staff that is relevant to their personal and professional lives.
3. Relevant experience of marketing, communications, or PR in a higher education environment.