

## Candidate Information

<b>Position:</b>	Communications Manager - Internal
<b>School/Department:</b>	Strategic Communications
<b>Reference:</b>	24/111991
<b>Closing Date:</b>	Monday 1 July 2024
<b>Salary:</b>	£46,497 - £57,141 per annum
<b>Anticipated Interview Date:</b>	Thursday 1 August 2024
<b>Duration:</b>	Permanent

### JOB PURPOSE:

Reporting to the Director of Strategic Communications, and as a member of the overall senior management team of the Strategic Communications Directorate, the Communications Manager - Internal will work closely with university leadership and play a key role in engaging and informing our university community.

Working across the institution, the post-holder will lead a comprehensive internal communications service to support delivery of the University's strategic objectives through a programme of regular, meaningful, and consistent communications and audience-segmented approaches aligned to the needs of our diverse internal audiences.

This leadership role will be integral to the development and delivery of a strategic and operational internal communications function that promotes the integrity of the university's brand and narrative, ensuring a consistent, authentic, appropriate and targeted application on all internal channels and content.

### MAJOR DUTIES:

1. Work collaboratively with the wider Strategic Communications Directorate management team to ensure consistent and integrated internal and external approaches on key themes.
2. Lead the development and execution of a comprehensive Internal Communications strategy, ensuring alignment with institutional objectives and the overall communications strategy, and deliver impactful plans that drive effective internal communication across the university.
3. Lead and manage an established Internal Communications Team to successfully deliver on the internal communications strategy, ensuring the provision of timely and professional communications advice in relation to all internal communication activity. Offer coaching, governance, mentoring, and support as appropriate.
4. Build strong relationships with key stakeholders within the university and provide internal communications expertise, professional insight and counsel to senior leaders and managers as applicable, including drafting briefing materials and being recognised as a trusted advisor.
5. Develop and manage appropriate targets and deliverables for the Internal Communications Team with the Director of Strategic Communications. Measure and monitor performance against set targets and provide timely and regular reports demonstrating how the internal communication elements of the strategy are being delivered within the agreed budget. Use advanced reporting tools to ensure evaluation of impact against objectives, facilitate continuous service improvement and inform regular reporting on the function's performance.
6. Play a key role in the university's emergency preparedness, by ensuring effective and resilient communication plans that support the overall strategic communications approach, processes and mechanisms are in place to rapidly provide a clear and effective internal communications response to any crisis or emergency scenario. Manage crisis PR issues from an internal communications perspective, and the risk to the University's reputation. Provide Major Incident support and be responsible and part of the university media contact list.

7. Be responsible for the effective and efficient day-to-day operational activity of the Internal Communications Relations team. Manage and oversee its core functions and lead the development of guidance, support and tools aimed at enhancing internal communication practices in areas across the university, promoting the effective flow of information and enhancing engagement.
8. Positively promote the reputation and brand of Queen's through engagement with internal and external stakeholders, managing key relationships, including liaising with relevant professional and sectoral bodies across the HEI sector, Northern Ireland and beyond to maintain awareness of emerging developments, opportunities, and challenges.
9. Participate in or lead project teams, committees and working groups as directed by the Director of Strategic Communications, Vice President of Civic Engagement and External Affairs and Senior Management Team to deliver key corporate objectives.
10. Drive collaboration internally through leading relevant communities of practice and knowledge-sharing fora.
11. Work with the Digital Communications Officer and the Social Media Manager in the Marketing section, to develop, provide direction and maintain a digital asset library to include video content, images and other rich media that is accessible and easily searchable by others in the University.
12. Lead the development of guidance, support and tools aimed at enhancing internal communication practices in areas across the university, promoting the effective flow of information and enhancing engagement. Provide appropriate training, where required, to ensure that the work of the department is underpinned by an excellent standard of customer care with internal and external clients alike.
13. Advise, and provide briefings and papers to, senior officers within the University on communication issues and ensure the provision of integrated communications support across the University.
14. Undertake other duties as required by the Director of Strategic Communications and Director of Civic Engagement and External Affairs.

**ESSENTIAL CRITERIA:**

1. Honours degree (or equivalent qualification) OR substantial recent relevant professional management experience.
2. Significant recent relevant professional experience leading an internal communications team within a large complex organisation or demonstrable experience of working as a Public Relations officer, with internal communications as a main responsibility.
3. Recent relevant experience of developing and implementing internal communications strategies and plans, that align with other communications disciplines, and working with other external and internal stakeholders.
4. Demonstrable relevant experience of leading and managing internal communications in relation to a large event or major announcement that will attract significant internal and external interest.
5. A proven record of accomplishment in the development and implementation of internal communications related strategies and plans to achieve corporate objectives.
6. Demonstrable experience of developing relationships at a senior level with key internal and external stakeholders.
7. Demonstrable experience of leading, organising and planning a broad range of multiple, complex and long-term activities and events.
8. Experience of working closely with human resources professionals to deliver information to staff that is relevant to their personal and professional lives.
9. Excellent writing skills with a well-developed critical and analytical approach to reviewing documentation.
10. An extensive knowledge of a full range of internal communications channels and tools, experience of measuring effectiveness of messages and an understanding of the need for close links between external and internal communications.
11. Excellent oral presentation skills and track record of presenting to senior stakeholders.
12. Established influencing and negotiation skills.
13. Well-developed planning and organisational capabilities with ability to manage multiple deadlines.
14. Creative mind and ability to find solutions to complex problems.
15. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
16. Ability to remain calm under differing pressures and provide good sense of judgement.
17. Willingness to undertake travel e.g. within the UK and Ireland in accordance with needs of the post.
18. Willingness to work flexibly as required to meet the requirements of the role.
19. Full driving license or the ability to fulfil the mobility requirements of the post.

**DESIRABLE CRITERIA:**

1. Honours degree or higher degree in a relevant subject e.g. Communications, Journalism, Public Relations, Business or Marketing.
2. Project management experience.
3. Relevant experience in the management of internal communications in 'major incident' situations.

4. Demonstrable understanding of higher education issues within a national and international context.

**ADDITIONAL INFORMATION:**

Informal enquiries may be directed to Suzanne Lagan at: [suzanne.lagan@qub.ac.uk](mailto:suzanne.lagan@qub.ac.uk)