



Candidate Information

Position:	Communication Research and Insight Manager
School/Department:	Strategic Communications
Reference:	24/112001
Closing Date:	Monday 1 July 2024
Salary:	£46,497 - £57,141 per annum
Anticipated Interview Date:	Thursday 8 August 2024

JOB PURPOSE:

The postholder will play an integral role in supporting Strategic Communications contribution to Queen's University's Strategy 2030. The Communications Research and Insight Manager will be responsible for developing and implementing the strategic approach to produce insight that will inform the university's overall communication strategy and for a range of external and internal communications campaigns and plans to enhance and protect the image and reputation of Queen's University.

This role is integral to supporting the university's recruitment, rankings, and reputational communication activities. The Communications Research and Insight Manager will lead a team to provide actionable data and insights from media and social media activities, as well as qualitative and quantitative research.

The post holder will work at senior level to develop and work closely with other senior managers within the directorate to drive and support how Strategic Communications deliver the ambitious plans for growth in Strategy 2030. The postholder will manage a small team and develop the function into an industry leading and innovative research and insight function that will also evaluate and analyse high level communications and reputational activity and campaigns, providing high quality, accurate and tailored communications insight, evaluation reports and presentations.

MAJOR DUTIES:

1. Develop, implement, and deliver a proactive and expansive research and insight strategy for Strategic Communications to successfully achieve and deliver ambitious strategic objectives, relating to the University's image and reputation domestically and internationally, identifying opportunities and threats to the University's business.
2. Lead, direct and manage a team in delivery of team objectives.
3. In conjunction with the Strategic Communication senior management team and other relevant Queen's staff and external stakeholders, develop and implement detailed plans with clear milestones and deliverables. Regularly reporting progress against targets, budget, milestones demonstrating how the research and insight strategy is being effectively delivered within the agreed budget in support of the strategic objectives of the university.
4. Working collaboratively with the Director of Strategic Communications and the senior team and using specialist knowledge provide key insight and analysis of the university's domestic and international image in traditional and - social media, including highlighting potential communications interventions to manage reputational risk.
5. Identify and provide effective and evaluation insight tools and techniques to review the output of the directorate to achieve continuous improvement in all its work.
6. Proactively contribute to the development and delivery of the directorate strategy and operational management as a member of the Strategic Communication senior team. Generating original ideas and innovative solutions as appropriate. Lead and co-ordinate Strategic Communications research to support ambitious goals.
7. Lead and identify opportunities for new insight projects that could enhance forward planning of communication releases across the university. Work closely with colleagues in faculties, schools, directorates and across the university to identify major announcements, initiatives, events, research work etc. Maintain a rolling communications grid to ensure a multi-discipline approach can be planned in relation to proactive activity ensuring a holistic approach that is consistent with Corporate Strategy 2030.

8. Manage a tailored programme of communications insights to inform the development of reputational campaigns and initiatives aimed at enhancing the university's profile and increasing awareness of Queen's positive role in society. Compile and analyse complex management information to identify department and campaign performance trends and any performance gaps. Provide recommendations to the leadership team to influence performance changes / improvements.
9. Create, manage and oversee a new Strategic Communications Research and Insight team. Ensure all research work produced is high quality, accurate and meets deadlines. Lead, plan and oversee the delivery and quality control for due diligence outputs by the research team. Drive continuous improvement in the quality of outputs.
10. Oversee and lead on the planning and delivery of qualitative research (focus groups, depth interviews), to develop a clear understanding of our audiences' motivations, barriers and behaviours – and deliver recommendations on the most effective channels to use and identify the messages and information that would impact on the university's reputation among media, social media influencers, stakeholders, opinion formers, academics, staff, students, general public etc.
11. Have overall responsibility for the teams monitoring of traditional and social media and other sources to identify and escalate reputational risks in order that responses and actions can be prepared.
12. Ensure all Strategic Communication insight and research practices are GDPR compliant. Stay abreast of data protection legislation and update practices accordingly.
13. Working closely with the Strategic marketing manager, ensure the university's strategic marketing and communications teams work together to support its tracking research, surveys to monitor and inform the university's activity brand and reputation, locally and internationally from a communications perspective.
14. Manage relevant projects as required – taking the lead and ensure they are delivered on time, within scope and meet required quality standards.
15. Lead and/or participate in relevant university groups or committees. Serve as the university's specialist expert on communication insights, offering expert advice on data analysis, media monitoring, and reputational risk management. Prepare relevant papers and present findings.
16. Keep abreast of industry trends and advancements in communication insight tools and methodologies, integrating new practices into the university's strategies.
17. Undertake other duties and responsibilities as required by the Director of Strategic Communications.

ESSENTIAL CRITERIA:

1. Primary or higher degree, (or equivalent) plus significant recent relevant management / professional experience in one of the following:
 - a. strategic communications campaign planning and evaluation as a key part of the role.
 - b. communications/marketing research or data analysis in the commercial or public sector;
 OR Substantial recent relevant management/professional experience as outlined above.
2. Demonstrable relevant experience of working in a news organisation, a corporate communications team or a PR agency with a professional understanding of the workings of traditional media (newspapers, TV, radio etc) and/or digital media channels (social media, news websites).
3. A successful evidence-based track record of:
 - a. Using insight, data and evaluation methodologies and best practices to measure and inform communications outcomes/interventions at a strategic level;
 - b. Leading and conducting relevant market research, ideally across both quantitative and qualitative methodologies, and focused on communications insight;
 - c. collating large amounts of data and information of media, digital and social media coverage into concise, action-orientated reports with recommendations and presentations with meaningful analytics; and
 - d. working alongside senior management teams and individuals, using professional expertise and solution focused approach to impact business outcomes, including in unforeseen complex situations.
4. Proven relevant and effective line management experience of leading and managing staff and/or a team, including setting objectives and monitoring progress to deliver results.
5. Significant competency in data analysis and using data analysis and visualisation tools including, but not limited to, MS Excel and PowerPoint.
6. Demonstrable knowledge and understanding of current and future issues within Higher Education, and activities of the University and its strategic plans within local, national and international contexts with an ability to identify new opportunities or potential threats to the University's image and reputation.
7. Excellent written presentational skills and an excellent communicator with both internal and external audiences.
8. Excellent interpersonal skills with a demonstrable and proven ability to use influencing skills with a variety of stakeholders.

9. Well-developed planning and organisational capabilities with ability to deliver to multiple deadlines.
10. Ability to work independently with a high level of self-motivation, whilst also working in wider team.
11. Willing to work flexibly to meet the requirements of the post.

DESIRABLE CRITERIA:

1. Formal qualification at Postgraduate level in Market Research, Marketing, or subject area related to data analysis.

ADDITIONAL INFORMATION:

Informal enquiries may be directed to Suzanne Lagan at: suzanne.lagan@qub.ac.uk