

Candidate Information

Position:	Communications Manager
School/Department:	Strategic Communications
Reference:	24/112218
Closing Date:	Monday 14 October 2024
Salary:	£49,054 - £60,284 per annum
Anticipated Interview Date:	Wednesday 30 October 2024
Duration:	Permanent - Full Time

JOB PURPOSE:

Reporting to the Director of Strategic Communications with dotted line to AEP senior leadership, the Communications Manager will drive the development and delivery of strategic communications for philanthropy, alumni, and supporter engagement. They will create and implement communications strategies that align with the University's overall objectives, ensuring brand consistency. The role includes managing external communications agencies, overseeing the AEP communications budget, and leading a small team to execute core initiatives.

MAJOR DUTIES:

1. Develop and implement a communications strategy for Alumni Engagement and Philanthropy, taking into account the University's overall approach to communications to support objectives relating to philanthropy and alumni engagement. This includes a multi-media approach to communicating with the University's more than 230,000 internationally dispersed graduates, as well as fundraising communications ranging from proposals to individuals for multi-million-pound projects, to stewardship to presentation materials.
2. Collaborate and liaise with Strategic Communications directorate to ensure integration of requirements for media and public relations, corporate affairs and internal communications.
3. Agree, appropriate targets and deliverables with directorate leadership team for a number of high-level communications programmes including developing a mass alumni engagement programme, high net worth cultivation and stewardship communications, major gift donor proposal and stewardship visual enhancements and international engagement programmes.
4. Measure and monitor performance of the programmes against targets and provide timely and regular reports demonstrating how the communications strategy is being effectively delivered within the agreed budget in support of the strategic objectives of the University. Drive the use of insight and evaluation across the team's work and drive continuous improvement in the quality of AEP strategic communications priorities.
5. Manage the successful delivery of the print and digital alumni magazine(s) to completion. The role will play an integral part in the strategy for each magazine and the selection of appropriate content and contributors.
6. Ensure and oversee the effective delivery of all digital communication channels including the creation and maintenance of new websites; the delivery of regular e-bulletins, as well as a suite of digital newsletters for bespoke audiences; and implementing a transition from the current social media strategy to a more integrated model working with the Strategic Communications directorate.
7. Manage and oversee the AEP communications team and all communications produced within the directorate to ensure activity is in compliance with the overall strategic communications objectives of the university.
8. Provide corporate writing support through the delivery of the Philanthropy/Foundation Annual Report; contributions to university publications; donor stewardship; emailers; drafting press-releases; speeches etc. This includes speech writing for the VC, proposals, publications and stewardship reports for principal gift donors, and print and digital copy for circulation to global alumni on a regular basis.
9. Oversee the design, delivery and brand integrity of any materials produced for AEP; design templates to enable consistently high visual standards in line with brand.

10. Provide written briefings for agency partners to ensure cost-effective delivery of projects. Complete EU tender documentation and other RFPs up to £3m as required.
11. Implement guidelines and procedures and provide appropriate training, where required, to ensure that the work of the department complies with university brand guidelines and is delivered to appropriate standards of accuracy and professionalism.
12. Contribute to the development of directorate strategy and operational management as a member of the AEP extended senior team. Generate original ideas and innovative solutions as appropriate.
13. Participate in or lead project teams, committees and working groups as directed by members of the AEP Senior Management Team. This includes working with leadership level volunteers such as the Foundation Board and Standing Committee of Convocation.
14. Undertake other duties as required by the Director of Strategic Communications, with a dotted line to Director of AEP, Assistant Director (Alumni Engagement) AEP, and Assistant Director (Philanthropy) AEP.

ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) or substantial relevant experience.
2. Significant recent relevant experience working in a large and complex organisation on external and/or internal communications to include:
 - A proven track record in the development and implementation of communications related strategies and plans to achieve departmental and corporate objectives;
 - Experience of using innovative and creative techniques to deliver mass-market communications with appropriate segmentation techniques;
 - Experience of creating bespoke communications for a range of audiences to deliver proven impact;
 - Experience of briefing internal and external stakeholders e.g., designers and agency staff; and
 - Experience of leading, organising and planning a broad range of multiple complex and long-term activities.
3. Proven track record in global alumni communications, or substantial relevant experience in managing and delivering an innovative suite of communications products for a similar global network.
4. Proven track record in coordinating alumni engagement events to maximise communications impact locally and globally, or similar experience in coordinating overseas international events to maximise communications impact.
5. Proven track record in having produced complex multi-media and print content for local and global alumni audiences, or similar global audiences situated domestically and overseas.
6. Proven experience of leading and managing a team of communications professionals including setting objectives and monitoring progress to deliver results.
7. Demonstrable good understanding of the concept and value of philanthropy, and stakeholder engagement particularly in an educational context.
8. Excellent writing skills with the ability to translate complex and specialised information into relevant and engaging content suitable for a variety of stakeholders and communication channels.
9. Demonstrable ability to translate complex policy aims into measurable communication objectives.
10. Demonstrable ability to think innovatively to create no cost and low-cost opportunities to engage target audiences.
11. Experience of writing and updating for web using a CMS.
12. A well-developed critical and analytical approach to reviewing documentation and ensuring accuracy.
13. Excellent communicator - demonstrable ability to use influencing skills with both internal and external audiences.
14. Excellent interpersonal skills.
15. Demonstrable ability to work independently with a high level of self-motivation as well as part of a team.
16. Well-developed planning and organisational capabilities with ability to manage multiple deadlines.
17. Ability to remain calm under differing pressures and provide good sense of judgement to manage competing priorities and demanding stakeholders and consistently deliver projects on time, on budget and to high quality.
18. Creative mind and ability to find solutions to complex problems.
19. Willingness to work flexibly as required to meet the requirements of the role.

DESIRABLE CRITERIA:

1. Honours degree or higher degree in a relevant subject e.g., Marketing, Communications, Journalism, Public Relations, Business etc.
2. Professional Marketing/ Communication qualification.
3. Postgraduate qualification in a relevant subject.
4. Project management qualification or significant experience.

5. Relevant experience of budget management and financial planning.
6. Speech writing experience.
7. Experience of developing relationships at a senior level with key internal and external stakeholders.
8. Experience of working directly with philanthropic organisations or philanthropists.
9. Experience in at least one of the following: proposal writing, grant writing and philanthropic donor storytelling.
10. Demonstrable understanding of higher education issues within a national and international context.
11. Design skills e.g., Publisher/ In-design/ Adobe Creative.
12. Demonstrable knowledge of GDPR and the appropriate use of personal data within a communications context.