

Candidate Information

Position:	Head of Regional Campaigns and Communications
School/Department:	Governance, External Affairs & Registrar
Reference:	24/112235
Closing Date:	Monday 4 November 2024
Salary:	£62,087 - £71,945 per annum
Anticipated Interview Date:	Thursday 5 December 2024
Duration:	Permanent

JOB PURPOSE:

The Head of Regional Campaigns and Communications is a crucial leadership role within Queen's University Belfast, tasked with supporting the overarching goal of promoting and enhancing the University's brand and profile across the island of Ireland and building engagement with key external stakeholder groups. The post holder will report to the Director of Strategic Communications with a broken line report to the Director of Queen's Global, the team responsible for supporting the delivery of ambitious student recruitment targets and international partnership plans.

The post holder will take a multi-faceted approach that includes developing innovative strategies, effective communications and engagement initiatives focused on raising the University's Civic University profile while working with teams as appropriate such as Alumni Engagement and Philanthropy, managing key campaigns with alumni and prospective donors. They will work as a link between a number of teams including Strategic Communications and Queen's Global to ensure a coordinated marketing and communications narrative, bringing greater awareness of the University's key messages and current priorities under Strategy 2030, and building purposeful relationships with key audiences.

MAJOR DUTIES:

1. Responsible for ensuring effective strategic oversight and collaboration across the Queen's Global, Strategic Communications, Civic Engagement, and Alumni Teams to develop successful marketing campaigns, communications strategies and civic engagement activities which support the University's strategic positioning and external profile across the island of Ireland. This will involve securing the engagement of key audiences such as prospective, current, and former students, staff, businesses, the local community, and other stakeholders to ensure the University's civic contribution and brand messaging is widely recognised and consistently embedded.
2. Lead on the development of campaign activities across the island, based on advanced insight research and data analysis to inform strategic and operational developments, ensuring the University meets its strategic targets.
3. Oversee and manage a team of communications professionals, fostering a collaborative and high-performance environment.
4. Responsible for a significant campaigns budget.
5. Professionally manage and promote the University's distinctive reputation, profile, and academic standing across all media, including print, digital, social media, and face-to-face engagement with stakeholders, with a specific focus on the National and Regional areas.
6. Provide strategic advice and insights on strategic marketing/communications, brand, and reputation matters to relevant senior leaders.

7. Work collaboratively with:
 - Demonstrable strong understanding of the higher education environment including the challenges and opportunities facing a global institution. the Head of Digital Communications to enhance performance and effectiveness of the University's digital engagement channels, including website, social media channels, and other emerging digital platforms to develop appropriate promotional and positioning strategies that reinforce our brand proposition.
 - Demonstrable strong understanding of the higher education environment including the challenges and opportunities facing a global institution.the Head of Global Marketing and Reputation to identify and pursue opportunities to elevate our domestic brand reputation via external recognition such as national awards.
 - Demonstrable strong understanding of the higher education environment including the challenges and opportunities facing a global institution. the senior team in Alumni Engagement and Philanthropy to support commercial partnership and sponsorship projects, with responsibility for making the crucial link with Queen's Global, to ensure coherent and connected working practices and outcomes. Support alumni relations activities aligned with institutional priorities while maximising the benefits of the University's global alumni network.
8. Ensure the University's involvement in collaborative and partnership initiatives is aligned with our core brand messaging and produces the maximum possible positive exposure.
9. Keep up to date with developments in own field and with university developments.
10. Any other duties that fall within the general ambit of the post.

ESSENTIAL CRITERIA:

1. Degree (or equivalent qualification) in a relevant subject (e.g. Communications, Public Relations and Advertising, Marketing and English).OR evidence of substantial relevant experience in leading successful brand communications and marketing at a senior level including extensive strategic management and leadership experience.
2. Proven track record (including recent experience) of leading and directing successful brand communications and marketing campaigns at a senior level in a large, complex organisation (defined as one that matches 2 of 3 criteria: • Annual Turnover greater than £20 million • Balance Sheet Total of more than £10 million • Average number of employees of more than 100).
3. Demonstrable experience in successfully managing digital engagement and social media strategies.
4. Strong experience of data analysis, including the analysis and application of market research.
5. Strong leadership and management experience, including a track record of working collaboratively across different teams and departments.
6. Experience of effectively managing a significant budget.
7. Demonstrable strategic thinking and planning abilities.
8. Proven excellent communication and presentation skills, orally and in writing, to a wide range of audiences.
9. Ability to work under pressure and to deliver to deadlines.
10. Effective interpersonal skills including motivating, negotiating and influencing.
11. Ability to build relationships with key stakeholders.
12. Values-driven, leading diverse teams while role-modelling professional behaviours.
13. Able to meet time and travel commitments as required in accordance with needs of the post. This may involve working outside of normal working hours on occasion.

DESIRABLE CRITERIA:

1. Experience of working on brand communications and marketing campaigns within the Higher Education sector.
2. Extensive relevant experience using a wide range of communication channels, including social media, to deliver campaigns.
3. Demonstrable ability to use data and evidence to make decisions and influence.
4. Demonstrable strong understanding of the higher education environment including the challenges and opportunities facing a global institution.

ADDITIONAL INFORMATION:

Informal enquiries may be directed to James Dillon email: J.Dillon@qub.ac.uk