

Post Description

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|-----------------------------------|---|---------------------|--------------|
| Position | Senior Staff Communications Officer | Position No. | 13922 |
| Directorate/College/ Institute | Marketing, Communications and Recruitment (MCR) | | |
| Grade | G7 | | |
| Contract type | Full Time, Permanent | | |
| Accountable to | Senior Staff Communications Manager | | |
| Accountable for | n/a | | |
| Internal stakeholders | The wider Communications team, MCR team, academic colleges and administration services, professional services departments | | |
| External stakeholders | Local community, alumni | | |
| Date reviewed | April 2024 | | |

Marketing, Communications and Recruitment Directorate (MCR):

The Senior Staff Communications Officer sits in the Marketing, Communications and Recruitment Directorate. MCR supports the management of the University's brand and reputation. The Directorate leads the development and implementation of the University's strategy for student recruitment, ensuring the University presents itself clearly and consistently to all stakeholders.

The work of the Directorate over the next two years will focus on restoring Brunel to its rightful place in the UK Higher Education landscape, repositioning the University to help stand out in a highly competitive marketplace.

Key duties and responsibilities:

The Senior Staff Communications Officer will be responsible for ensuring staff are well-informed, able to access the services and information they need and able to work effectively as individuals and within teams.

You will work across a range of existing and future communication and engagement platforms and activities, including email, web, print and events, and use your significant experience of communications and engagement to deliver regular, timely, proactive and reactive messages as well as bespoke campaigns for specific initiatives in line with the University's mission and objectives.

You will ensure that all communications are delivered in a consistent tone of voice, with opportunities for feedback and engagement, in order to build a strong on and off-campus community.

Planning

- Develop communications plans for a range of one-off or regular initiatives requiring staff awareness and engagement
- Deliver communications strategies for a range of staff campaigns and initiatives throughout the year, for example change processes, wellbeing projects and campus developments
- Maintain an annual calendar to schedule communication messages for staff across the year, working closely with the Student Communications team to coordinate activities
- Plan, implement and analyse campaigns, including producing, writing and distributing materials that persuade, inform and engage
- Analyse, measure and evaluate staff data to ensure that communications are effectively targeted
- Organise and deliver on-campus and online events that support staff engagement, ensuring that they are listed and promoted on our digital channels
- Provide specialist advice and support on communications to staff across the University
- Deputise for and support the Senior Staff Communications Manager

Communications delivery

- Create, copy edit and publish news and events for the staff intranet
- Produce weekly communications to staff, including newsletter
- Produce feature stories, including profiles, interviews and detailed insight into particular services or issues
- Produce printed communication materials, including taking client briefs, preparing copy, briefing designers, proof-reading and client liaison
- Design and communicate information and activities concerned with the professional development and wellbeing of staff
- Plan and deliver communications and engagement activity concerned with employee retention and recognition

Campaigns

- Deliver staff communications campaigns throughout the year on behalf of teams such as Staff Development, Reward and Wellbeing and Estates
- Provide communications support for a range of change initiatives, developing key messages and planning communications and engagement processes

Monitoring and evaluation

- Monitor and evaluate the effectiveness of all of our communications, presenting recommendations for future improvements

Effective Behaviours

- Timeliness
- Meeting Deadlines
- Communication and Networking
- Ability to negotiate and influence

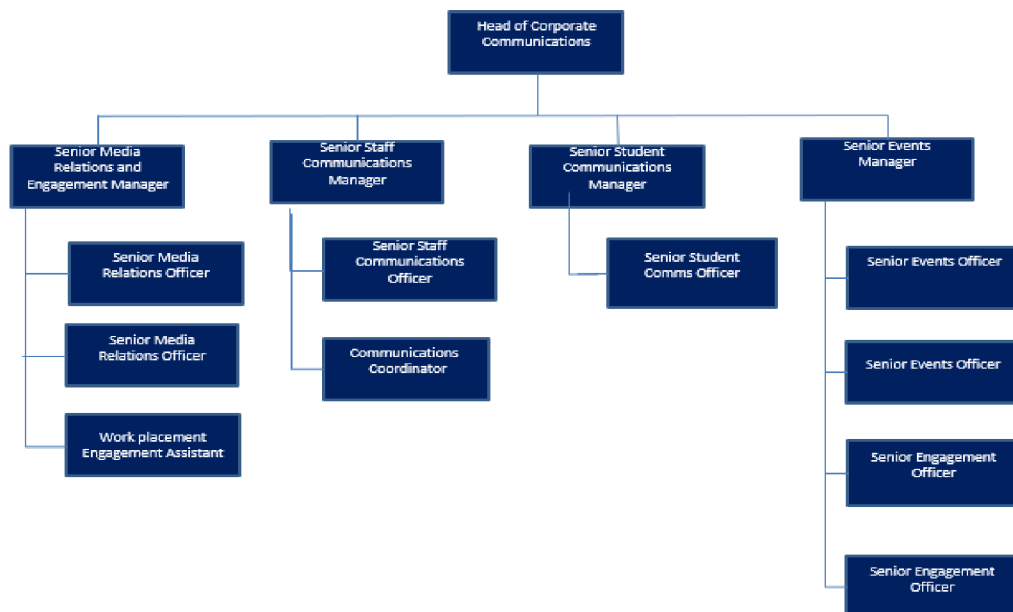
- Ability to plan and organise own workload
- Ability to adapt to a flexible approach to the demands of a busy department in order to accommodate changes in priorities when required
- Cover for colleagues in their absence as appropriate
- Participate in meetings and attend training events as necessary, supporting the department with any introduction to new technologies, enhancements to process or changes to day to day management of administration

University Employment Policy:

1. Undertake any other reasonable duties as required and commensurate with the grade of post.
2. Adhere to and comply with the provisions of the Data Protection Act and the Health and Safety at Work Act in accordance with University policies.
3. Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse workforce.
4. Adhere, comply and work in accordance with departmental, college and university policies, procedures and codes of conduct.
5. Promote the University's Environmental Policy and demonstrate commitment to it through actions and decision making.
6. Actively participate in on-going professional development activities as requested

Organisational Chart

The organisational chart comprises of the role, the manager of the role and any direct reports to the role.



Disabled applicants meeting the Essential criterion will be guaranteed an interview as part of the University's commitment to the Disability Confident Scheme.



Person Specification

| Attributes | Criteria | Essential /Desirable | How measured |
|--------------------------------------|--|----------------------|--------------------------------|
| Education, qualifications & training | Educated to degree level (or equivalent) | E | Application form |
| | Significant and demonstrable experience in a communications environment | E | |
| | Highly proficient in written and spoken English | E | |
| | A communications qualification | D | |
| Experience | Significant and demonstrable experience of writing compelling, clear, concise and effective copy for all channels – excellent grammar, spelling, presentation, consistency, accuracy, accessibility and sentence construction. | E | Application form and Interview |
| | Experience of day to day management of multiple communication channels | E | |
| | Experience of working with senior staff and advising on contentious and confidential issues | E | |
| Knowledge, skills and abilities | Excellent understanding of electronic media in the working environment | E | Application form and interview |
| | Meticulous attention to detail, proof-reading with a high degree of accuracy | E | |
| | Ability to manage a complex workload and balance conflicting priorities, often working to tight deadlines within a fast-paced environment | E | |
| | Well-developed news sense and understanding of how this fits into overarching University messaging | E | |
| | Diplomacy skills and the ability to negotiate, influence and persuade others of your suggested course of action | D | |
| | Implementing, analysing and improving communications initiatives | D | |
| | Knowledge/experience of HE sector | D | |

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| | Confident, personable, self-starter that demonstrates initiative and embraces change | E | Interview |
| Additional Attributes Required (not included above) | Team player with collaborative working ethos | E | |
| | Flexible approach to the changing needs of the University, and a multi-taker | E | |
| | A can-do approach | E | |

Job Hazard Assessment

Any identified hazards have undergone appropriate Risk Assessments.

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| Please tick all relevant workplace hazards identified with this post. | | | | |
| Currently the University, as a minimum runs Health Surveillance programmes for staff working with skin and respiratory sensitisers, Biological Agents Class 2 and above and GMOs. | | | | |
| Display screen equipment <input checked="" type="checkbox"/> | Manual handling <input type="checkbox"/> | Prolonged standing e.g. 1 hour plus <input type="checkbox"/> | Prolonged sitting e.g. 1 hour plus <input checked="" type="checkbox"/> | |
| Biological agents: Class 2 and above and GMO Class 1 <input type="checkbox"/> | Human blood, tissue or fluids <input type="checkbox"/> | Respiratory sensitisers or laboratory allergens e.g. animals <input type="checkbox"/> | Skin Irritants/Chemicals <input type="checkbox"/> | |
| Work in confined Places <input type="checkbox"/> | Ionising radiation <input type="checkbox"/> | Noise (more than 80 dba-8 hrs. taw) <input type="checkbox"/> | Lone working <input type="checkbox"/> | |
| Use of dangerous machinery <input type="checkbox"/> | Electrical hazards <input type="checkbox"/> | Shift work/night work <input type="checkbox"/> | Work outdoors <input type="checkbox"/> | |
| Neck & arm vibrating equipment <input type="checkbox"/> | Fork lift truck driving <input type="checkbox"/> | Work at heights <input type="checkbox"/> | Lasers <input type="checkbox"/> | |
| Any other hazards (e.g. food handling) please specify and ensure that appropriate guidance has been received from the Health & Safety office: | | | | |
| Physical demands of the job | Lifting <input type="checkbox"/> | Carrying <input type="checkbox"/> | Bending <input type="checkbox"/> | Pushing <input type="checkbox"/> |
| If lifting/carrying duties expected, please give details of heights/weight load(s) the individual is expected to lift/carry and frequency: | | | | |
| Travel/Off-site working: | % of time | UK <input type="checkbox"/> | Overseas <input type="checkbox"/> | |
| Driving for work: | None <input type="checkbox"/> | Occasionally <input type="checkbox"/> | Weekly <input type="checkbox"/> | Daily <input type="checkbox"/> |
| Management responsibility: | Supervisor <input type="checkbox"/> | | Non-supervisory <input checked="" type="checkbox"/> | |
| Hours of work: | Full time <input checked="" type="checkbox"/> | | Part time <input type="checkbox"/> hours | |

Non-standard contractual hours? (evenings/weekends)
Frequency, number of hours, type of work outside standard hours:

Night work

Other – including occasional or possible work hazards (please specify nature and frequency):