

Job Description & Person Specification

Last updated:	February 2020	Job Evaluation:	Issued 2015	JE Reference:	n/a
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JOB DESCRIPTION

Post title:	Communications and Engagement Officer		
Generic post title:	Internal Communications Manager		
School/Department:	Communications and Marketing		
Faculty/Directorate:	Faculty of Arts and Humanities		
Job Family:	MSA	Level:	4
Career Pathway (*ERE):	n/a		
Post title of Line Manager:	Senior Executive Officer		
Post title(s) responsible for:	n/a		
Post base:	Office-based/hybrid		

Job purpose
To work within the Faculty Operating Service (FOS) of the Faculty of Arts and Humanities (FAH) to develop and implement a distinctive and motivating internal communications strategy. This will include developing and authentically articulating the faculty narrative, creating and maintaining key communication channels and tools, generating rich content, and providing advice on internal communications best practice to corporate projects and campaigns.

Key accountabilities/primary responsibilities	% Time
1. To take responsibility for delivering and further developing key internal communication channels, including launching new channels where audience need arises, to keep our staff community well informed and build pride in our remarkable University. Channels currently include internal news posts, a monthly online magazine, digital screens, manager briefing sheets and open meetings.	35%
2. To create rich, relevant and timely content which articulates the Faculty narrative and engages our staff, including multimedia content, written briefings and social media posts.	25 %
3. To use professional knowledge, understanding of our internal and external environment and our brand to provide advice on internal communications best practice to colleagues across the University, including senior leaders. This will include for assigned corporate projects and campaigns e.g. The Vice-Chancellor's Awards (our staff awards scheme), Sustainability and for key organisational issues e.g. industrial action.	20%
4. To commission collateral e.g. posters, digital screen visuals, videos and to facilitate internal events and networks e.g. workshops, round-table meetings, in support of our internal communication strategy and key corporate projects.	5%

Key accountabilities/primary responsibilities		% Time
5.	In line with our data-driven ethos, to implement measurement and evaluation of all our channels to inform their ongoing development; to provide a regular summary of metrics and to influence how we report on our activities.	5%
6.	To contribute to the wider reputation management carried out by the faculty, handling sensitive issues, maintaining crisis communications protocols and, when required, becoming part of the crisis communications team.	5%
7.	To undertake any other appropriate duties as directed by the SEO.	5%

Internal and external relationships
<p>Collaborate with colleagues external to Faculty to ensure consistency of internal and external messaging and delivery of high quality, best-practice, on-brand communications.</p> <p>Regularly interact with members of the senior management team and colleagues in the Faculty including advising and briefing senior individuals.</p> <p>Liaise with colleagues in other departments, most frequently HR, Student Experience Directorate, Change Portfolio Office, Engagement & Advancement and iSolutions.</p> <p>Work with external suppliers.</p>

Special Requirements of the Role
<p>Requirement to work closely and co-ordinate with corporate internal communications and other members of Engagement & Advancement and/or Global Recruitment teams to ensure delivery of a coherent narrative.</p> <p>May need to work outside of 'office hours' e.g. capturing content at an event.</p>

PERSON SPECIFICATION

Criteria	Essential	Desirable
Qualifications, knowledge and experience	<p>Graduate calibre or equivalent professional experience</p> <p>Demonstrate commitment to maintaining professional knowledge and awareness through continuing personal and professional development</p> <p>Significant experience of delivering internal communications in a large organisations and/or projects and programmes</p> <p>Familiarity with Office 365 suite (e.g. SharePoint, Sway) and WordPress</p>	<p>An awareness of current key themes in Higher Education and an understanding of the market positioning of a Russell Group university including the impact of government policies on universities</p>
Expected Behaviours	<p>Able to apply and actively promote equality, diversity and inclusion principles to the responsibilities of the role.</p> <p>Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team.</p>	
Management and teamwork	<p>Excellent interpersonal skills, a “can-do” attitude, and the ability to engage with individuals across departments and at different levels of seniority to achieve objectives</p> <p>Experience of collaborating with colleagues in other communications disciplines (e.g. media relations, digital) to ensure consistent messaging</p>	
Planning and organising	<p>Highly organised, efficient and thorough, and able to take projects through from conception to completion</p>	
Problem solving and initiative	<p>Able to provide colleagues across the University with best practice solutions that meet their internal communications requirements or challenges</p>	
Communicating and influencing	<p>Excellent, versatile and highly accurate writing skills, showing a strong sense of audience and purpose, creativity and flair.</p> <p>Confident facilitation and presentation skills.</p> <p>Natural relationship building and networking skills</p>	
Special requirements (of the postholder)	<p>Willing to work unsocial hours as required e.g. capturing content</p>	

JOB HAZARD ANALYSIS

Is this an office-based post, with routine hazards?

<input checked="" type="checkbox"/> Yes	This is an office-based post with routine office hazards (eg: use of VDU), no further information needs to be supplied. Do not complete/remove the section below.
<input type="checkbox"/> Partly	This is an office-based post with some non-routine hazards (eg: contact with the public and/or shift work). Please complete the analysis below.
<input type="checkbox"/> No	This is a non office-based post and has some hazards. Please complete the analysis below.

HIRING MANAGER

Please complete this section as accurately as possible to ensure the safety of the post-holder.

ENVIRONMENTAL EXPOSURES	Occasionally (<30% of time)	Frequently (30-60% of time)	Constantly (> 60% of time)
Outside work			
Extremes of temperature (eg: fridge/ furnace)			
## Potential for exposure to body fluids			
## Noise (greater than 80 dba - 8 hrs twa)			
## Exposure to hazardous substances (eg: solvents, liquids, dust, fumes, biohazards). Specify below:			
Frequent hand washing			
Ionising radiation			
EQUIPMENT/TOOLS/MACHINES USED			
## Food handling			
## Driving university vehicles(eg: car/van/LGV/PCV)			
## Use of latex gloves (prohibited unless specific clinical necessity)			
## Vibrating tools (eg: strimmers, hammer drill, lawnmowers)			
PHYSICAL ABILITIES			
Load manual handling			
Repetitive crouching/kneeling/stooping			
Repetitive pulling/pushing			
Repetitive lifting			
Standing for prolonged periods			
Repetitive climbing (ie: steps, stools, ladders, stairs)			
Fine motor grips (eg: pipetting)			
Gross motor grips			
Repetitive reaching below shoulder height			
Repetitive reaching at shoulder height			
Repetitive reaching above shoulder height			
PSYCHOSOCIAL ISSUES			
Face to face contact with public			
Lone working			
## Shift work/night work/on call duties			

- HR will send a full PEHQ to all applicants for this position. Please note, if full health clearance is required for a role, this will apply to all individuals, including existing members of staff.