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| Last updated: | November 2019 |

**JOB DESCRIPTION**

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| Post title: | **IT Communications and Engagement Advisor** | | |
| School/Department: | iSolutions | | |
| Faculty: | Professional Services | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 4 |
| Posts responsible to: | IT Communications and Engagement Manager | | |
| Posts responsible for: | N/A | | |
| Post base: | Office-based | | |

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| Job purpose |
| This role will support the IT Communications and Engagement Manager in the development, implementation, and management of the iSolutions Communications and Engagement Plan. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | Leading the creation and delivery of internal iSolutions communications content, working with stakeholders to understand communications requirements, providing advice on relevant channels and developing creative ways to convey messages.   * Providing specialist knowledge and advice on communications approaches and best practices * Writing, editing and producing relevant and inspiring content * Managing and coordinating multiple communications and stakeholders * Creating robust comms strategies and plans to support change * Working with the University Central Communications teams to ensure consistency of messaging and all content is in line with University brand guidelines * Ensuring all comms activity is planned and timely and built into the iSolutions Communications Roadmap * Setting communications Key Performance Indicators (KPIs) upfront, e.g. number of hits, likes/shares/comments * Ensuring feedback channels are in place for all communications, identifying any further actions required on the back of feedback and applying learnings for future communications | 30% |
|  | Day-to-day management of the iSolutions intranet and communications channels and the writing, editing and production of both proactive and reactive comms (e.g. newsletters) for use on these channels.   * Reviewing existing communications channels and making recommendations for change * Maintaining all iSolutions internal communications channels and ensuring consistent look and feel * Writing, editing and producing relevant and inspiring content * Coordinating and preparing specialist communications activity in support of key initiatives * Managing communications relating to critical incidents and service issues * Working with relevant stakeholders to gather content, write and publish posts/responses, filtration within the departments, and escalate issues/risks accordingly. * Supporting the development and management of feedback channels to understand issues and opportunities and identify areas for improvement * Monitoring data regarding the effectiveness of communications * Analyse and interpret data to understand communication and engagement activity | 30% |
|  | Supporting the development of the iSolutions identity and creating a comms toolkit that can be used at seminars, events and presentations, e.g. University Open Days   * Working with the IT Communications and Engagement Manager to review and develop iSolutions brand and identity * Leading the creation of comms toolkit for use, including document templates, guidelines, stands, posters, banners (not exhaustive) * Working with the Central Comms teams to gain insight as to approach and learnings in other areas of the University * Supporting, coaching and guiding iSolutions staff in developing appropriate communication approaches and the tools available to them | 15% |
|  | Support the iSolutions Staff Engagement Group, Wellbeing Champions and EDI Champions in designing, managing, and delivering engagement initiatives within iSolutions to develop and improve the staff experience (as measured through the staff engagement survey and other feedback methods).   * Attending regular meetings and providing advice and support on communication and staff engagement-related activities * Ensuring all engagement activity is planned and relevant | 5% |
|  | Support in the development and delivery of Customer Experience activity within the department.   * Supporting the development and management of feedback channels to understand issues and opportunities and identify areas for improvement * Ensuring clear KPIs for all communications and engagement activity to ensure all messaging is targeted and measurable * Using specialist knowledge to analyse and interpret customer and staff feedback | 5% |
|  | Working with Project Managers and Business Change Managers to ensure all communications are aligned, consistent and on-brand.   * Creating Comms Strategies * Providing specialist knowledge and advice on comms approaches and channels * Ensuring all comms activity is planned and aligned | 5% |
|  | Contribute to the wider reputation management carried out by the department.   * Support teams across iSolutions to effectively manage and build a consistent reputation across all channels and platforms * Ensure all feedback is dealt with in a consistent and timely manner, and demonstrate openness to improving and acting on problems | 5% |
|  | Any other duties as allocated by the line manager following consultation with the post holder. | 5% |

| Internal and external relationships |
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| Internal:  The post holder will work closely with:   * Strategic Business Partners in iSolutions * Project Managers, Business Change Managers, Valley Graphics team, Technical specialists and Service Delivery teams within iSolutions * Central Communications and Marketing teams * Academic staff at all levels across the organisation * Professional Services and Faculty colleagues across the University. * Students and the Student body   External:  The post holder will liaise with:   * Marketing agencies as required, where internal capabilities are not available * Other academic institutions and related organisations to participate in collaborative activities and projects to benefit iSolutions and the University as a whole. |

| Special Requirements |
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| To have an understanding of how equality, diversity and inclusion applies to the responsibilities of the role and to actively promote equality, diversity and inclusivity in all aspects of the role.  The role will require travelling between campuses as appropriate.  There may be a requirement to work varying core hours and occasionally to work outside normal hours to ensure that service commitments are met. |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable | How to be assessed |
| Qualifications, knowledge and experience | Experience in delivering internal communications in a large organisation.  Demonstrable experience in creating compelling communication pieces for a diverse range of audiences and purposes.  Excellent stakeholder management skills | Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification in Communications or a related discipline  Experience working within an IT environment.  Knowledge of project and programme management  Experience in delivering Internal Communications during a period of organisational change.  Demonstrate commitment to maintaining professional knowledge and awareness through continuing personal and professional development. | Application & Interview |
| Expected Behaviours | Able to apply and actively promote equality, diversity and inclusion principles to the responsibilities of the role.  AND  Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team. |  |  |
| Planning and organising | Able to organise, plan and deliver effective communications and engagement activities in line with wider project plans and time frames.  Able to work effectively with minimal direction. |  | Application & Interview |
| Problem-solving and initiative | Able to apply relevant tools and techniques associated with communications.  Able to develop an understanding of long-standing and complex problems and to apply professional knowledge and experience to solve them.  Self-sufficient, capable of target setting and monitoring, actively seeking information from internal or external sources as required |  | Application & Interview |
| Management and teamwork | Able to proactively work with colleagues across all appropriate areas to achieve specific outcomes.  Able to provide expert guidance and advice to colleagues to resolve problems. |  | Application & Interview |
| Communicating and influencing | Excellent presentation and interpersonal skills and an ability to persuade, influence and collaborate with a wide range of people, including at senior levels, and to foster and maintain trusted and effective relationships  Able to work with senior leaders on communications, including sensitive issues, and maintain confidentiality  Ability to represent the department professionally and diplomatically in challenging circumstances  Able to resolve tensions and difficulties as they arise  Exceptional communication skills showing a strong sense of purpose, creativity and flair.  Excellent writing skills with the ability to present complex issues in a focused, succinct, professional and persuasive manner |  | Application & Interview |
| Other skills and behaviours | Capacity to be flexible and adaptable. Ability to learn and receive support in developing new skills and techniques |  | Application & Interview |
| Special requirements | N/A |  |  |

**JOB HAZARD ANALYSIS**

**Is this an office-based post?**

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| Yes | If this post is an office-based job with routine office hazards (e.g.: use of VDU), no further information needs to be supplied. Do not complete the section below. |
| No | If this post is not office-based or has some hazards other than routine office (e.g.: more than use of VDU) please complete the analysis below.  Hiring managers are asked to complete this section as accurately as possible to ensure the safety of the post-holder. |

## - 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.

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| **ENVIRONMENTAL EXPOSURES** | **Occasionally**  (<30% of time) | **Frequently**  (30-60% of time) | **Constantly**  (> 60% of time) |
| Outside work |  |  |  |
| Extremes of temperature (e.g.: fridge/ furnace) |  |  |  |
| ## Potential for exposure to body fluids |  |  |  |
| ## Noise (greater than 80 dba - 8 hrs twa) |  |  |  |
| ## Exposure to hazardous substances (e.g.: solvents, liquids, dust, fumes, biohazards). Specify below: |  |  |  |
| Frequent hand washing |  |  |  |
| Ionising radiation |  |  |  |
| **EQUIPMENT/TOOLS/MACHINES USED** | | | |
| ## Food handling |  |  |  |
| ## Driving university vehicles (e.g.: car/van/LGV/PCV) |  |  |  |
| ## Use of latex gloves (prohibited unless specific clinical necessity) |  |  |  |
| ## Vibrating tools (e.g.: strimmers, hammer drill, lawnmowers) |  |  |  |
| **PHYSICAL ABILITIES** | | | |
| Load manual handling |  |  |  |
| Repetitive crouching/kneeling/stooping |  |  |  |
| Repetitive pulling/pushing |  |  |  |
| Repetitive lifting |  |  |  |
| Standing for prolonged periods |  |  |  |
| Repetitive climbing (i.e.: steps, stools, ladders, stairs) |  |  |  |
| Fine motor grips (e.g.: 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 |  |  |  |