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| Last updated: | August 2024 |

**JOB DESCRIPTION**

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| Post title: | **IT Communications and Engagement Manager** | | |
| School/Department: | iSolutions | | |
| Faculty: | Professional Services | | |
| Career Pathway: | Management, Specialist and Administrative (MSA) | Level: | 5 |
| Posts responsible to: | CIO & Executive Director iSolutions | | |
| Posts responsible for: | IT Communications and Engagement Advisor (G4) x 4 | | |
| Post base: | Office-based | | |

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| Job purpose |
| To lead the development, implementation and management of the University IT communications and engagement strategy and provide expert advice on communication campaigns and engagement activities that support strategic, departmental and project objectives.  To design, manage and deliver engagement initiatives within iSolutions to develop and improve the staff experience (as measured through the staff engagement survey and other feedback methods).  This role line manages IT Communications and Engagement Advisors, who are responsible for internal communications, including providing advice on relevant channels, messaging, and content, as well as active management and monitoring of key channels.  This role line manages Directorate Administration staff who are responsible for the internal administration of iSolutions, including recruitment. |

| Key accountabilities/primary responsibilities | | % Time |
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|  | Lead the development, implementation and overall management of the IT communications strategy to ensure that staff and students receive relevant communications that have measurable impact and consistency of approach. Ensure that staff and students receive timely information regarding iSolutions activities, particularly those where service is impacted  Act as the departmental expert in all communications matters representing iSolutions at meetings with the University Central Communications and Marketing teams to achieve consistency of branding and messaging. | 30% |
|  | Take strategic and operational lead on communications and campaigns relating to iSolutions programmes and projects.  Oversee the content design, editing and publishing of specialist communications activity in support of key initiatives and projects.  Oversee communications relating to critical incidents and service issues  Support Project/Programme managers by providing specialist knowledge and professional advice on developing successful communications plans to achieve effective change | 30% |
|  | Develop collaborative and cohesive relationships across teams and lead programmes of education, support and coaching to help people in developing iSolutions Persona aligned communications related to operational activities, particularly where service is impacted.  Support, coach and guide iSolutions staff in developing appropriate communications and templates related to operational activities, particularly those which are service affecting, ensuring a consistency of approach and escalation.  Provide specialist advice to staff in iSolutions regarding effective communications | 10% |
|  | Lead on the development and delivery of an engagement strategy and roadmap to support iSolutions strategic initiatives.  Oversee the design and sign off of all iSolutions internal communications and engagement activity such as preparing staff newsletters.  Support the Staff Engagement Group in communication and staff engagement related activities. | 10% |
|  | Lead on the monitoring and evaluation of the effectiveness of communications and reach within the target audience. Seek feedback from staff and students as required  Support and develop Communications and Engagement Advisor to analyse and interpret customer and staff feedback and other related data sets, to understand issues and opportunities and support the continual improvement of our services and our people.  Provide regular reports to senior leaders in iSolutions regarding the effectiveness of communications | 5% |
|  | Lead and manage IT Communications and Engagement Advisors and together contribute to the wider reputation management carried out by the department. | 5% |
|  | Lead and Manage Directorate Administration staff who are responsible for all internal administration activities. | 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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| The post holder will be expected to undertake the following duties as part of an integrated team and will be expected to adopt priorities and engage in activities that promote the effective working of the whole team.  Internal:  The post holder will work closely with:   * iSolutions Executive Director and Senior Leadership Team. * Technical specialists and service delivery teams within iSolutions * Central Communications and Marketing Team * 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 capability does not exist) * Other academic institutions and related organisations to participate in collaborative activities and projects to the benefit of iSolutions and the University as a whole.   It is expected that the duties will be performed in the light of the relevant activities in Higher Education generally. The post holder will be expected to be aware of the activities and initiatives being formulated globally within the relevant specialist area and will be expected to take part in such activities should they be relevant to, and of benefit to, the work being undertaken locally. |

| Special Requirements |
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| To maintain the relevant level of professional expertise and qualifications to discharge the duties of a Communications Manager and to agree with Senior Management on a relevant professional development programme.  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 on occasion 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 | Skill level equivalent to achievement of a professional qualification or postgraduate degree in Communications or a related discipline.  Significant experience of running internal communications in a large organisation.  Experience of delivering Internal Communications during a period of organisational change.  Significant experience of using social media as a communications channel.  Demonstrable experience of creating compelling communication pieces for a diverse range of audiences and purposes.  Excellent stakeholder management skills | Experience of working within IT environment.  Knowledge of project and programme management  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  As a Line Manager role model the Southampton Behaviours and work with the management team to embed them as a way of working within the \*faculty/directorate/school/department.  OR  Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team. |  |  |
| Planning and organising | Able to plan and manage major new projects or significant new activities, ensuring plans complement broader organisational strategy.  Able to organise, plan and deliver effective communications and engagement activities in line with wider project plans and time frames.  Able to take a strategic view and develop long-term plans to achieve objectives  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 identify broad trends to assess deep-rooted and complex issues.  Able to assess complex situations and provide expert solutions  Self-sufficient, capable of target setting and monitoring, actively seeking information from internal or external sources as required  Able to apply originality in modifying existing approaches to solve problems. |  | Application & Interview |
| Management and teamwork | Able to effectively line manage individuals and drive team performance  Able to proactively work with colleagues across all appropriate areas to achieve specific outcomes.  Able to manage team dynamics in a matrix environment.  Able to provide expert guidance and advice to colleagues to resolve problems.  Able to formulate strategic and operational plans to meet current and future needs. |  | 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  Able to resolve tensions and difficulties as they arise  Able to coach leaders and managers in the organisation to improve communications skills.  Able to manage a range of colleagues and stakeholders in a matrix management environment.  Exceptional communication skills showing a strong sense of purpose, creativity and flair.  Excellent writing skills with 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 |  |  |  |