

Job Description & Person Specification

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| Last updated: | March 2025 | Job Evaluation: | Issued 2015 | JE Reference: | n/a |

**JOB DESCRIPTION**

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| Post title: | **Internal Communications Manager** | | |
| Generic post title: | **Internal Communications Manager** | | |
| School/Department: | Faculty Operating Service | | |
| Faculty/Directorate: |  | | |
| Job Family: | MSA | Level: | 4 |
| Career Pathway (\*ERE): | n/a | | |
| Post title of Line Manager: |  | | |
| Post title(s) responsible for: | n/a | | |
| Post base: | Office-based/hybrid | | |

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| Job purpose |
| To work within a Faculty based team in the Faculty Operating Service (FOS) 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 events, projects and campaigns. |

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| Key accountabilities/primary responsibilities | | % Time |
| 1. | To take responsibility for designing, 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 Faculty and University. Channels currently include internal newsletters & mailers, digital screens, Sharepoint/MS Teams, Faculty & School open meetings and wider University channels. | 35% |
| 2. | To use professional knowledge, understanding of our internal and external environment and our brand to provide advice on communications best practice to colleagues across the University, including senior leaders. | 25% |
| 3. | To create rich, relevant and timely content which articulates the Faculty narrative and engages our staff, including multimedia content and written briefings social media, ensuring accessibility is central to content creation. This will include for assigned events, projects and campaigns e.g. Senior Leadership Recruitment, the Vice Chancellors awards, public lectures, Graduation, Faculty Strategic Planning and for key organisational issues e.g. industrial action. | 20 % |

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| Key accountabilities/primary responsibilities | | % Time |
| 4. | 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. | 10% |
| 5. | To contribute to the wider reputation management carried out by the faculty, managing moderation of specific channels, supporting staff surveys and engagement, handling sensitive issues, maintaining crisis communications protocols and, when required, becoming part of the crisis communications team. | 5% |
| 6. | To undertake any other appropriate duties as directed by the Senior Operations Manager | 5% |

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| Internal and external relationships |
| Collaborate with Professional Services and Academic colleagues within and external to Faculty to ensure consistency of internal and external messaging and delivery of high quality, best-practice, on-brand communications.  Regularly interact with members of the Senior Leadership Team and colleagues in the Faculty including advising and briefing senior individuals.  Liaise with colleagues in other departments, most frequently HR, Student Experience Directorate, Global Recruitment Admissions & Marketing, Digital User Experience, Strategy & Planning, Development & Alumni Relations, and iSolutions.  University networks including Comms Innovation Working Group, Strategic Communications Delivery Group, Research Communications Network, and Inclusive Communications Working Group  Work with external suppliers. |

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| Special Requirements of the Role |
| Requirement to work closely and co-ordinate with corporate internal communications teams and other members of Global Recruitment Admissions & Marketing teams to ensure delivery of a coherent narrative.  May need to work outside of ‘office hours’ e.g. capturing content at an event or supporting crisis management |

**PERSON SPECIFICATION**

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| Criteria | Essential | Desirable |
| **Qualifications, knowledge and experience** | Skill level equivalent to achievement of HND, Degree, NVQ4 or basic professional qualification  Graduate calibre or equivalent professional experience  Demonstrate commitment to maintaining professional knowledge and awareness through continuing personal and professional development  Significant experience of delivering internal communications in a large organisations and/or projects and programmes  Familiarity with Office 365 suite (e.g. SharePoint, Sway) | 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. |
| **Expected Behaviours** | Able to apply and actively promote equality, diversity and inclusion principles to the responsibilities of the role.  Demonstrate the Southampton Behaviours and work with colleagues to embed them as a way of working within the team. |  |
| **Management and teamwork** | 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  Experience of collaborating with colleagues in other communications disciplines (e.g. media relations, digital) to ensure consistent messaging |  |
| **Planning and organising** | Highly organised, efficient and thorough, and able to take projects through from conception to completion |  |
| **Problem solving and initiative** | Able to provide colleagues across the University with best practice solutions that meet their internal communications requirements or challenges |  |
| **Communicating and influencing** | Excellent, versatile and highly accurate writing skills, showing a strong sense of audience and purpose, creativity and flair.  Confident facilitation and presentation skills.  Natural relationship building and networking skills |  |
| **Special requirements (of the postholder)** | Willing to work unsocial hours as required e.g. capturing content |  |

**JOB HAZARD ANALYSIS**

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

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| ☒ 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. |
| * 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. |
| * 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.

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| **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.