Job Description – Communications Manager

Ref: 16254
Grade 7
Permanent, Full time hours
Based in Milton Keynes
Reporting to: Senior Communications Manager

About the Role
You will develop content, deliver communications projects or manage communications channels in order to support the delivery of professional, timely and trusted communications which motivate, inspire, inform and engage stakeholders across a number of key areas for the Faculty of Wellbeing, Education and Language Studies and its wider community.

Key Responsibilities
1. With the channel owners and communications project sponsors, develop and implement a development and content strategy for their channels. This will include the creation of appropriate evaluation for these channels to ensure your chosen strategy is delivering the desired benefits.
2. Line management of social media officer, overseeing content planning, creation and delivery.
3. Contribute creative ideas and the latest sector thinking to shape the direction of the projects allocated to you, recommending the right media, channels, production solutions and creative expression to achieve the best results against the brief.
4. Liaise with key units across the university to inform the projects related to their needs and to plan their delivery.
5. Manage the delivery of your projects on brief, on budget and on time, maximising results. You will be required to effectively report on project progress, issues and options at agreed intervals with channel owners and communications project sponsors.
6. Locate, research, write, sub-edit and proof stories for your channels and projects. Where appropriate also story-board, script, film and edit footage either personally or in liaison with the team Audio Visual Technician.
7. Monitor and respond to feedback to campaigns or projects, perhaps via email, forums and within social media, answering queries or questions related to your campaign or project.
8. Monitor the success of any campaign or project and, post campaign or project, analyse performance in order to make recommendations for future project or campaign planning and implementation.
9. Represent the communications team with an agreed range of internal clients within the faculty. You will seek to understand the client’s communications objectives and requirements whilst also delivering leads to meet the editorial needs of the
communications team’s objectives. You will liaise with other teams within the communications team to arrange the delivery of the client’s needs.

10. Support members of the communications team to attend events either representing the team as required or providing communications support to these.

11. Support, inspire and effectively delegate tasks to project team members.

Skills and Experience

Essential

- Minimum of a Second Class Honours Degree or equivalent experience in a similar role.
- Prior experience of developing and implementing complex internal communications projects, across a wide media mix but with significant experience in newsletters, writing for the web, social media campaigns
- Proven experience of project management across website content, print, email, events and video projects
- Proven experience of editorial planning and of copywriting for websites, social media and print publications
- Proven experience of entering text, image and video content to websites via a content management system
- Advanced skills in Microsoft Office and SharePoint
- An ability to explore, identify and understand client needs, persuade them of the benefits of certain approaches and manage expectation. Making recommendations of the best media channels, creative solution or production techniques to meet the project's objectives
- Excellent writing skills – a proven ability to write clear, engaging copy for different audiences and channels
- Sound editorial judgement, looking for the strategic rationale behind the inclusion of each exciting story as well as anticipating and meeting the needs and desires of the audience.
- High level of discretion over sensitive and confidential issues
- An ability to develop strong relationships with internal and external stakeholders, keeping them up-to-date on progress and managing expectations
- Works creatively to develop innovate and workable solutions
- An organised person with a demonstrated ability to plan, manage and prioritise work in order to deliver a number of simultaneous, time-limited projects in a sometimes pressurised and resource limited environment

Desirable

- Suitable Professional qualification
- Experience of the HE sector