Job Description – Communications Manager

About the Role
The Communications Manager will be an integral member of the Redesigning Production programme team, working closely with the Senior Change Manager, core programme team and partners. The role will require a collaborative and creative mindset to support the team in realising the ambitions of the OU Production Strategy to achieve supported and lasting change in the way the OU approaches module production at scale, aligned to the key strategic change directions.

Key responsibilities
Supporting the development and implementation of the Redesigning Production programme communications strategy and plan, working closely with the Senior Change Manager to ensure the plan is reflective of our values and approach.

Leading and managing staff communication and engagement activities related to the strategic directions of the OU Production Strategy; collaborative team working, evidence-based approaches to product design, tools and systems, and reimagining our resourcing approach.

Planning and coordinating communications to key stakeholders across the University covering all areas of production which will require complex and ongoing communication over the next two years as we implement new technologies and ways of working.

Working closely with the Senior Change Manager to evaluate the effectiveness of communication activities and adjust plans where needed.

Providing general communications-related support and advice to the Redesigning Production programme team and working closely with colleagues in the Leadership and Change Communications team as required.

Skills and Experience

Essential

First degree, or equivalent academic qualification, or work experience at a similar level in a subject area relevant to the role.

Extensive experience of internal communications in creating and delivering communication plans in a complex organisation.

Experience in delivering multi-channel communication plans and the ability to manage a number of different plans in parallel.

Excellent writing skills adaptable for a range of outlets to captivate different audiences,
with a proven ability to deliver effective and impactful internal communications.

Proven experience of editorial planning and copywriting for websites, social media and print publications, with sound editorial judgement

Demonstrable knowledge of how different communication approaches impact on the delivery of objectives, and when and how to use different methods to their best effect.

Evidence of a customer-focused and inclusive approach to work, with a commitment to equal opportunities, policies and practices

Confident, ability to read others, to build excellent relationships with stakeholders and have good negotiation skills

Proven track record of delivering to agreed timescales and briefs, particularly in fast moving and changeable situations.

Experience of organising and facilitating meetings and events.

Experience of working independently, taking ownership of tasks through to completion, as well as working as part of a team

Good analytical skills to assess campaign performance

**Desirable**

Suitable professional qualification

Experience of the HE sector

Advanced skills in Microsoft Office and ability to pick up new software as required

**About the unit/department**

*Redesigning Production* is a newly formed OU-wide strategic change programme tasked with the objective to realise the ambitions of the OU Production Strategy. The early phase of the programme has established 4 key strategic change directions:

1. Enabling inclusive and collaborative team working
2. Taking an evidence-based approach to product design and delivery
3. Investing in tools and systems which are integrated, accessible and user-friendly
4. Reimagining our resourcing and staffing approach

Through a collaborative, creative approach, and robust Project and Change Management methodologies, the programme will adopt an iterative approach to rolling our new ways of working – listening, learning and shaping future-facing solutions.