



## Candidate Information

<b>Position:</b>	Communications Manager (maternity cover)
<b>School/Department:</b>	Marketing and Communications
<b>Reference:</b>	21/108680
<b>Closing Date:</b>	Thursday 4 March 2021
<b>Salary:</b>	£41,526 - £51,034 per annum.
<b>Anticipated Interview Date:</b>	Thursday 11 & Friday 12 March 2021
<b>Duration:</b>	Available for 6 months.

### JOB PURPOSE:

To develop and deliver strategic and operational communications to support the delivery of corporate objectives and protect the reputation of the University.

To lead the Communications team, comprising media and public relations and corporate affairs.

To develop and deliver the Communications elements of integrated marketing communications strategies and plans.

### MAJOR DUTIES:

1. Delivery of the existing communications strategy with a particular focus on strategies to support objectives relating to domestic and international recruitment; the promotion of world-class research at Queen's and public engagement.
2. Agree and manage appropriate targets and deliverables for the Communications Team with the Head of Strategic Marketing and Communications. Measure and monitor performance of the department against targets and provide timely and regular reports demonstrating how the Communications strategy is being delivered within the agreed budget.
3. Take a leadership role in the effective operation of the University's Press and PR activities and in the development of corporate communications in support of the strategic objectives of the University.
4. Be responsible for the effective and efficient day-to-day operational activity of the Communications team. Manage and oversee its core functions that include media and public relations and corporate affairs.
5. Positively promote the reputation and brand of Queen's through engagement with the media in local, national and international markets.
6. Manage crisis PR issues and the risk to the University's reputation. Provide Major Incident support and act as the University out-of-hours media contact.
7. With the Head of Strategic Marketing and Communications act as a key Communications point of contact for the Vice-Chancellor and Senior Management Team.
8. Participate in or lead project teams, committees and working groups as directed by the Head of Strategic Marketing and Communications to deliver key corporate objectives.
9. Work with the Digital Marketing Manager to develop and maintain a digital asset library to include video content, images and other rich media that is accessible and easily searchable by others in the University.
10. Implement guidelines and procedures and provide appropriate training, where required, to ensure that the work of the department is underpinned by an excellent standard of customer care with internal and external clients alike.
11. Advise, and provide briefings and papers to, senior officers within the University on communication issues and ensure the provision of integrated communications support to Faculty Student Recruitment Hubs.
12. Contribute to the development of Directorate strategy and operational management as a member of the Marketing and Communications senior team.
13. Undertake other duties as required by the Head of Strategic Marketing and Communications and Director of MRCI.

### Planning and Organising:

1. Contribute to the development and implementation of the Marketing and Communications Strategy as a member of the senior team.
2. Develop specific communication strategies and plans to support key institutional priorities or initiatives.
3. Head up project teams involving representation from Directorates and Faculties to deliver key corporate objectives.
4. Work closely with the Head of SMC to deliver the annual action plan across all functions.
5. Set and agree clear objectives with the Communications team and manage the delivery of these.
6. Provide support and advice on University corporate communications strategy and policy.

**Resource Management Responsibilities:**

1. Manage the Communications team ensuring that all staff are clear about their goals and objectives and are committed to delivery.
2. Work with the team to ensure that training is provided where needed and that all practices reflect the highest standard in the industry.
3. Manage the assigned budget and examine ways to improve financial management and make savings.
4. Monitor efficiency and effectiveness of equipment and other resources used by the Communications team.

**Internal and External Relationships:**

1. Contribute effectively as a senior member of the Marketing and Communications team.
2. Work closely with media within Northern Ireland and the rest of Ireland and the UK and develop strong links with key relevant international media outlets.
3. Liaise with and advise staff at senior levels on matters relating to Communications.
4. Represent the Marketing and Communications team and MRCI Directorate as a member of external and internal working groups with professionalism and competency.
5. Chair, service or be a member of appropriate committees and steering groups.
6. Maintain links with key opinion formers on Press/PR and other issues.

**ESSENTIAL CRITERIA:**

1. \* Honours degree (or equivalent qualification).
2. \* Minimum of 5 years' recent relevant professional experience as a Press/Communications Officer or equivalent that includes primary responsibility for media management and public relations.
3. \* A proven record of accomplishment in the development and implementation of communications related strategies and plans to achieve corporate objectives.
4. \* A minimum of 2 years' experience managing a medium-sized team of communications professionals including setting objectives and monitoring progress.
5. Experience of developing relationships at a senior level with key internal and external stakeholders.
6. Experience of leading, organising and planning a broad range of multiple, complex and long term activities and events.
7. A strong network of contacts in the local and national media, and demonstrable experience of leveraging this network to manage and influence media coverage.
8. Excellent writing skills with a well-developed critical and analytical approach to reviewing documentation.
9. An extensive knowledge of media and its full workings.
10. Excellent oral presentation skills and track record of presenting to senior stakeholders.
11. Established influencing and negotiation skills.
12. Excellent communicator with both internal and external audiences.
13. Well-developed planning and organisational capabilities with ability to manage multiple deadlines.
14. Creative mind and ability to find solutions to complex problems.
15. Ability to work independently with a high level of self-motivation, whilst also working in a wider team.
16. Ability to remain calm under differing pressures and provide good sense of judgement.
17. Willingness to undertake travel within the UK and Ireland.
18. Willingness to work flexibly as required to meet the requirements of the role.
19. Full driving license or the ability to fulfil the mobility requirements of the post.

**DESIRABLE CRITERIA:**

1. Honours degree or higher degree in a relevant subject e.g. Communications, Journalism, Public Relations, Business or Marketing.
2. Speech writing.

3. Project management experience.
4. Experience in large, complex organisation.
5. Management of communications in 'major incident' situations.
6. Understanding of higher education issues within a national and international context.