



Job Description & Person Specification

COMMUNICATIONS MANAGER

Location	Office of the Vice-Provost (Development) (OVPD) Bloomsbury, London
Grade	7
Terms of job	Full-time, open ended - part-time considered, minimum 0.6 FTE
Reports to	Senior Communications Manager

Team

The Supporter Communications team within OVPD develops targeted communications and events that help to build and maintain strong and enduring relationships with some of UCL's key partners and stakeholders. Including staff, students, supporters, donors, advocates, friends, and a global community of over 220,000 alumni.

The team works with partners within OVPD and across the university to tell UCL's impact story brilliantly and showcase the value of supporting and engaging with UCL.

Main purpose

This role is responsible for creating, promoting and evaluating internal and external communications materials and developing communications channels for key OVPD audiences, with a particular focus on the look, feel and tone of voice and on correct use of the Campaign and UCL brand.

Criteria for success

After twelve months in the role the successful candidate will be expected to have:

- Gained a strong understanding of the UCL Campaign, its priority projects, branding and tone of voice, and communications requirements
- With the Senior Communications Manager, developed and begun to implement a plan to review and refresh Campaign branding, materials and channels
- Play a leading role in the development and implementation of a new digital version of UCL's alumni magazine Portico and evaluated the future production and distribution of the hard copy magazine

Main duties and responsibilities

- Contribute to delivering key elements of the UCL Campaign communications strategy including engaging UCL staff and students with philanthropy and the Campaign; developing case for support messaging and publicity plans for Campaign priority projects; and increasing engagement and interaction with UCL by the global alumni community
- Promote the work of OVPD and the successes of the Campaign to internal and external audiences
- Work closely with Strategic Philanthropy, Donor Relations, Prospect Development, Alumni Relations and other OVPD teams to develop impactful, audience-focused

communications materials including; case studies, news stories, social media campaigns, publications, and newsletters

- Work with the events team to manage communications for events including; event content and promotion, and speaker management and briefing
- Manage and develop OVPD communications channels, including; publications, e-newsletters, UCL’s alumni magazine, websites and social media
- Act as brand expert to advise and oversee tone of voice, look and feel, consistency and accuracy in all OVPD collateral
- Develop and maintain templates, images, graphics and other OVPD and Campaign materials
- Work collaboratively with communications teams and other partners across UCL, in particular the central Communications and Marketing team

General duties and responsibilities

- Act as a champion of OVPD’s values; role-modelling and promoting these behaviours as part of everyday practices in OVPD
- Actively engage in OVPD’s culture of learning and development
- Actively comply and promote UCL’s equality, diversity and inclusion strategy (2015-2020)
- Support UCL’s Sustainability Strategy; conducting role in a resource efficient way
- Maintain an awareness and observation of Fire and Health & Safety Regulations
- Any other duties as are within the scope, spirit and purpose of the job, and as requested by the line manager.

Person Specification

Criteria	Essential	Desirable
Experience and knowledge	<p>Experience of strategic communications, including responsibility for delivering projects and materials from concept to delivery</p> <p>Experience of managing visual identity and brand adherence</p> <p>Experience of understanding a diverse range of audiences and creating targeted, appropriate materials that meet objectives</p> <p>Experience of managing and coordinating a range of communications channels for maximum impact and message reach</p> <p>Experience of managing and briefing external agencies, particularly on design briefs</p>	<p>Experience and understanding of the role of philanthropy in research and education</p>

	<p>Experience of working closely with an events team to manage communications and promotion and ensure events are on brand</p>	
Skills and abilities	<p>Strong writing and editing skills with excellent attention to detail</p> <p>Strong visual communication and storytelling skills</p> <p>Ability to work in partnership with a diverse range of internal and external stakeholders to agree messaging, responsibilities and actions</p> <p>Ability to translate complex or technical information into compelling targeted collateral</p> <p>Excellent interpersonal skills, including diplomacy and discretion, and experience of liaising effectively with individuals at senior levels</p> <p>Excellent organisational, time-management and project-management skills, including the ability to work efficiently on numerous projects simultaneously</p>	<p>Ability to use design packages including Adobe Suite</p>
*Attitudes and approach	<p>Works collaboratively and builds and maintains productive relationships with others</p> <p>Strives for excellence and seeks to exceed the expectations of supports and customers</p> <p>Takes responsibility and encourages others to do the same</p>	

	<p>Creative and looks for new and different ways to deliver results</p> <p>Is a supportive and generous colleague</p> <p>Remains focussed on results and impact.</p>	
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