



Job title	Internal Communications Officer (Staff Engagement)	Job family and level	Administrative, Professional and Managerial Level 3
School/ Department	Communications and Advocacy, External Relations	Location	University Park Campus

Purpose of role

Part of the University's Communications and Advocacy Team, this role is responsible for central communications to staff across the institution's UK campuses. This includes managing all-staff communications, internal campaigns and responsibility for internal-facing communications channels.

	Main responsibilities (Primary accountabilities and responsibilities expected to fulfil the role)	% time per year
1	Internal communications strategy <ul style="list-style-type: none"> Develop and deliver strategic and tactical content plans for central channels to support communications and engagement with staff Gather and analyse data to segment University staff and generate insight into how internal communications can be tailored for each segment to maximise impact. 	10%
2	Channel management <ul style="list-style-type: none"> Draft and edit engaging copy for all-staff channels – including news platforms and all-staff email - and act as gatekeeper for all-staff messaging from other departments Produce creative and engaging content, copy and collateral appropriate to those channels Set metrics and produce regular analytics to measure impact and support channel and content improvement and development. 	30%
3	Digital and social media Develop content, video, graphics and photography to support internal communications via social media channels <ul style="list-style-type: none"> Advise on and develop approaches to extend the reach and impact of staff communications across digital and social media channels, identifying appropriate channels and developing appropriate content. Encourage approaches to digital advocacy by working with third parties and partners to re-amplify staff-facing digital and social media activity. 	20%
4	Change communications Deliver - and support colleagues in the delivery of - communications and engagement activity that supports major organisational and behavioural change programmes.	15%

	Develop positive, evidenced and convincing narratives for change, and facilitate effective employee dialogue during change processes.	
5	<p>Devise and deliver internal communications campaigns to support institutional objectives</p> <ul style="list-style-type: none"> ▪ Supporting sustainability objectives through projects such as the Waste Nott campaign to reduce single-use plastic on campus ▪ Supporting Equality, Diversity and Inclusion objectives through content planning and delivery ▪ Supporting staff engagement through content planning and delivery 	15%
6	<p>Collaborate with communications colleagues</p> <ul style="list-style-type: none"> • Work with the broader Communications and Advocacy team on joint campaigns and channels • Work with the Web, Digital, Design and Marketing teams to create and develop materials that are brand compliant and easily-adapted for use across other University platforms • Provide professional expertise, mentoring, training and co-ordination to the University's Staff Engagement Officer Network to ensure their internal communication skills, techniques and activities are of the highest quality and amplify central employee, change and staff engagement communications. 	10%

Person specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> ▪ Engaging content creation and editing, including written content, images, gifs and video ▪ Adaptation of content to optimise for different digital channels and audiences ▪ Proof reading ▪ Proven organisational and project planning skills ▪ Ability to take decisions and act independently 	<ul style="list-style-type: none"> ▪ Video and photo editing
Knowledge and experience	<p>Experience of:</p> <ul style="list-style-type: none"> ▪ Supporting the delivery of organisational and behavioural change programmes ▪ Development and delivery of strategic and tactical content plans ▪ Setting of metrics, collection and analysis of data to assess and improve plans ▪ Using web content management systems ▪ Developing digital content for a range of internal audiences and channels ▪ Management of internal communications channels ▪ Social media planning and content development in relations to communications or PR work ▪ Audience analysis, targeting and personalisation 	<ul style="list-style-type: none"> ▪ Working in higher education ▪ Two or more years' experience working in a comms or journalism role
Qualifications, certification and training (relevant to role)	<ul style="list-style-type: none"> ▪ Educated to HND or equivalent 	<ul style="list-style-type: none"> ▪ Educated to degree level ▪ Communications or journalism qualification ▪ Proof reading qualification



The University of Nottingham is focused on embedding equality, diversity and inclusion in all that we do. As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those with protected characteristics under the Equality Act 2010.

Expectations and behaviours

The University has developed a clear set of core expectations and behaviours that our people should be demonstrating in their work, and as ambassadors of the University's strategy, vision and values. The following are essential to the role:

- Valuing people** Is friendly, engaging and receptive, putting others at ease. Actively listens to others and goes out of way to ensure people feel valued, developed and supported.
- Taking ownership** Is clear on what needs to be done encouraging others to take ownership. Takes action when required, being mindful of important aspects such as Health & Safety, Equality, Diversity & Inclusion, and other considerations.
- Forward thinking** Drives the development, sharing and implementation of new ideas and improvements to support strategic objectives. Engages others in the improvement process.
- Professional pride** Is professional in approach and style, setting an example to others; strives to demonstrate excellence through development of self, others and effective working practices.
- Always inclusive** Builds effective working relationships, recognising and including the contribution of others; promotes inclusion and inclusive practices within own work area.

Key relationships with others



