The University of Nottingham is embarking on an ambitious portfolio of change initiatives to drive sustainable improvements in how and where it delivers its teaching, research and civic engagement with the city, as well as to enhance its reputation and standing amongst its UK and global peer institutions.

This role reports directly to the Deputy Director of Change Communications & Engagement and will be embedded with the Planning, Performance and Strategic Change team. The role will support the delivery of communications plans, toolkits, and compelling copy for internal channels. You will also identify innovative and creative ways of engaging with our staff and external audiences to help build awareness, consultation, advocacy, and contribution by colleagues across the institution.

Principally, the role will support the delivery of communications, engagement activities and events to help engage staff at all levels in shaping an exciting vision for the development of the University’s fourth UK campus, in the city centre’s Castle Meadow district, building the case for change, fostering positive advocacy and inviting ideas among staff and stakeholders for the new location which will house final year students studying professional practice in law and business.

This role will also manage communications and engagement activity to build and extend the vision for Digital Nottingham, which will be housed on the Castle Meadow site, to marry academic innovation with commercial partners to build the businesses of tomorrow, using AI, Fintech and big data applications to support jobs, investment and growth for the city.

Linked to the physical changes of a new campus, this role will also work alongside programme teams and manage engagement approaches to a range of performance change initiatives to enhance ambition and results across academic and student-facing roles to improve league table performance which is vital to both University reputation and recruitment.

Finally, this role will deliver communications and engagement activities to support the work of business change specialists who are delivering new technologies to support Human Resource and Finance operations and business processes under the Digital Core initiative.

In an increasingly competitive higher education sector and frequently challenging communications environment, it is vital to further build and defend the University’s reputation and profile through the development and delivery of compelling internal and external communications to global news media, staff, students and stakeholders across our three campuses.

### Main responsibilities

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<th>% time per year</th>
<th>Communications planning</th>
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<tr>
<td>30%</td>
<td>Work alongside media relations, internal communications and public affairs to ensure alignment of messaging and co-ordinate plans.</td>
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|   | Deliver creative communication approaches to build engagement and influence behavioural change against agreed deadlines and outcomes to build awareness, consultation, advocacy and contribution by colleagues across the institution.  
Manage the planning and logistics of engagement activities and events management.  
Ensure the communication calendar is kept up to date and is used to drive all upcoming comms and engagement activities. |
| 2 | Communications delivery  
- Bring the Change Programmes to life for all audiences by planning, editing and writing engaging, insightful and relevant content.  
- Identify, commission and promote quality content/success stories from comms and engagement activities to be used across internal and external channels.  
- Deliver a range of engagement activities and events that will provide effective two-way flow of information with stakeholders. |
| 3 | Engagement & Behaviour Change  
- Deliver new and effective approaches to staff engagement, rebuilding trust and dialogue between staff and the University with a positive narrative for the change and facilitates effective employee engagement throughout the change process.  
- Working with key Programme teams, create audience matrix to manage the levers and barriers which affect their receptiveness to internal communications. |
| 4 | Other Responsibilities  
- Manage various feedback mechanisms, ensuring the leadership team has access to insights that inform positive change. |
## Person specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>Skills</strong></td>
<td>• Highly skilled in developing and delivering change communications to build awareness, advocacy, and contribution by employee audiences.</td>
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<td>• Demonstrable evidence of excellent planning skills and the ability to manage conflicting deadlines and balance multiple priorities</td>
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<td>• Proven ability to be agile and flexible to adjust quickly to new situations and changing priorities</td>
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<td>• Skilled in identifying opportunities to raise the profile of change programmes across all channels to improve audience experience and participation.</td>
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<tr>
<td><strong>Knowledge and experience</strong></td>
<td>• Significant experience in communicating complex issues concisely and persuasively, using the full range of communication tools including text, events, digital and social media</td>
<td>• Experience of working with the higher education sector</td>
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<td>• Extensive knowledge of using data to inform change communications, including objective/outcome setting, planning, channel usage, research, measurement and evaluation</td>
<td>• Experience of transformational change involving business process, innovation and organisational change</td>
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<td>• Experience of developing and delivering employee consultation and engagement events, from logistics to content creation</td>
<td>• Understanding of, and experience working to, relevant regulation policies such as Data Protection Act, Disability Discrimination Act.</td>
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<tr>
<td><strong>Qualifications, certification and training (relevant to role)</strong></td>
<td>• Educated to degree or relevant experience in same/similar role</td>
<td>• Member of relevant professional body, e.g., CIPR, CIM</td>
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<td><strong>Statutory, legal or special requirements</strong></td>
<td>• Flexible approach to working hours and location and ability to work outside core hours as required</td>
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<td>• Ability to travel domestically or overseas at reasonable notice</td>
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As part of this, we welcome a diverse population to join our work force and therefore encourage applicants from all communities, particularly those whose protected characteristics under the Equality Act 2010, are not well-presented in our current staff body.
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

- **Line manager**
  - Deputy Director, Change Communications and Engagement

- **Role holder**
  - Change Communications and Engagement Manager

- **Key stakeholder relationships**
  - Heads of Media, Internal Comms & Public Affairs
  - Chief Marketing & Comms Officer
  - Director of Planning, Performance and Strategic Change