

<b>Job title</b>	Student Communications Manager	<b>Job family and level</b>	Administrative, Professional and Managerial Level 4
<b>School/ Department</b>	Communications and Advocacy, External Relations	<b>Location</b>	University Park Campus

## Purpose of role

Responsible for the management and delivery of the University's communications channels, audiences and campaigns for 35,000 students. Ensure our students feel informed by, and engaged with, their University. Provide strategic communications advice to senior staff including UEB members. Manage and support the team in delivering objectives.

	<b>Main responsibilities</b> (Primary accountabilities and responsibilities expected to fulfil the role)	<b>% time per year</b>
1	The development, implementation and delivery of comms and engagement plans for key student experience metrics, such as the NSS, the Nottingham Student Experience, the Postgraduate Student Experience surveys. The role holder plans, develops, creates and shares comms campaigns on central channels, as well as supporting schools in localising and distributing messaging for their own students.	20%
2	Responsible for planning and delivery of central communications to the University's 35k undergraduate and postgraduate students, including the all-student email and the MyNottingham app, targeting by audience to ensure that our diverse student body is kept up to date on administrative requirements, support services, EDI campaigns, events and extra-curricular opportunities.	20%
3	Working as part of the wider Welcome comms group, the role holder is responsible for helping new students prepare for University life. This complex campaign covers administration, accommodation, teaching and learning and the social aspects of student life for a very diverse audience.	20%
4	Responsibility for student audience in incident management and response. Advising on appropriate platforms and channels, drafting and distributing responses.	10%
5	Ensuring authenticity and representing the student voice – working with students, colleagues in External Relations and in Schools and Departments across the institution.	5%
6	Continuous improvement of channels and messaging. Using analytics, reporting and testing to refine messaging and target different cohorts where appropriate	5%

7	Strategy, planning and delivery for all annual student-facing campaigns, including Nottingham Student Voices, Cost of Living, Worried About Assessments, Wellbeing, etc.	5%
8	Manage a network of student communicators across the University, supporting non-comms colleagues in prioritising news and campaigns, improving local channels and distribution methods, signposting training and sharing best practice.	5%
9	Line management of Internal Communications Officer (Staff and Students), Student Communications Officer and Internal Communications Executive.	10%

## Person specification

	<b>Essential</b>	<b>Desirable</b>
<b>Skills</b>	<ul style="list-style-type: none"> <li>▪ Proven negotiation and influencing skills.</li> <li>▪ Project and campaign management</li> <li>▪ Tact, diplomacy and confidentiality.</li> <li>▪ Excellent planning and organising skills.</li> <li>▪ Excellent written and oral communication skills.</li> <li>▪ Excellent IT skills in a wide range of software packages, including web content management and mass comms scheduling and distribution systems.</li> <li>▪ Comms and web analytics and measurement</li> <li>▪ Email marketing experience</li> <li>▪ Initiative, resourcefulness, problem solving skills.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Video and gif creation</li> <li>▪ Ability to identify new opportunities and respond with creative solutions.</li> </ul>
<b>Knowledge and experience</b>	<ul style="list-style-type: none"> <li>▪ Experience of managing others.</li> <li>▪ Development, delivery and analysis of comms strategies and plans, development and creation of audience-focused concepts and content, management of channels and audience, recognition and understanding of diverse audiences.</li> <li>▪ Planning, commissioning and development of a diverse range of content – including emails, articles, blogs, videos, visual, social media, print and reports.</li> <li>▪ Social and digital media planning and management</li> </ul>	
<b>Qualifications, certification and training (relevant to role)</b>	<ul style="list-style-type: none"> <li>▪ Relevant Degree or professional qualification, or equivalent, plus hands-on experience in a similar or related role or</li> <li>▪ Proven track record of extensive relevant work experience, demonstrating practical and theoretical knowledge in field.</li> </ul>	



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 always equitable and fair and works with integrity. Proactively looks for ways to develop the team and is comfortable providing clarity by explaining the rationale behind decisions.
- Taking ownership** Is highly self-aware, looking for ways to improve, both taking on board and offering constructive feedback. Inspires others to take accountability for their own areas.
- Forward thinking** Driven to question the status quo and explore new ideas, supporting the team to "lead the way" in terms of know-how and learning.
- Professional pride** Sets the bar high with quality systems and control measures in place. Demands high standards of others identifying and addressing any gaps to enhance the overall performance.
- Always inclusive** Ensures accessibility to the wider community, actively encouraging inclusion and seeking to involve others. Ensures others always consider the wider context when sharing information making full use of networks and connections.

## Key relationships with others



