The University of Brighton logo.



# Job Description

**Job title:** Student Communications & Engagement Manager

**Reports to:** Assistant Director, Communications & Engagement

**Department/School:** Marketing & Communications

**Grade:** 7

## Purpose of the role:

Communications & Engagement is responsible for protecting and enhancing the University of Brighton's reputation, supporting student retention, and driving staff and student engagement through inspiring, honest and relevant communications. Led by insight, the team plans, develops and delivers programmes of activity across a range of multimedia channels targeting key internal and external audiences.

The Student Communications & Engagement Manager is an experienced communications professional responsible for planning and delivery of our student communications and engagement strategy.

The post holder will be expected to ensure the development of plans and activities that inspire and engage our students, using student feedback and insight to ensure we deliver meaningful communications that support our students to thrive and succeed.

The role manages two Student Communications & Engagement Officers and works collaboratively with other managers to ensure that our communications with staff, student and key external audiences are integrated, efficient and effective.

**Line management responsibility for:**

* Student Communications & Engagement Officer
* Student Communications & Engagement Officer
* Communications & Engagement Officer

## Main areas of responsibility:

* To lead the planning, development and delivery of a rolling programme of student communications and engagement activity that supports the university’s Brighton 2030 strategy and key institutional priorities.
* To develop and implement a framework for gathering, analysing and acting on audience insight from a range of sources, ensuring that student communications and engagement methodology is insight-driven at every stage.
* To ensure student-facing content is authentic, inspiring, engaging and – where appropriate – fun, using diverse voices to bring the university experience to life.
* To increase the efficiency and effectiveness of student communications and engagement activity through the continuous development of supporting communications channels and technologies.
* To ensure the delivery of a strategic approach to student communications and engagement activity, and to work with colleagues across the university to support and enable effective, two-way communications and engagement channels so that students feel listened to and respected.
* To identify emerging trends, innovation and best practice in the arena of student communications and engagement and ensure they are implemented where appropriate.
* To manage, motivate and develop student communications and engagement staff, identifying individual priorities and personal development plans to enable team members to achieve their full potential, overseeing staff recruitment, induction, workload planning, staff development activities and reviews.
* To support and advise senior leaders and colleagues across the University on student communications and engagement strategies and approaches with a view to managing issues, supporting strategic priorities and minimising risk.
* To represent Communications & Engagement on committees and other governance structures, working closely with senior colleagues including heads of professional services, Deans and the University Executive Board.

## General responsibilities

These are standard to all University of Brighton job descriptions.

* To undertake other duties appropriate to the grade and character of work as may be reasonably required, including specific duties of a similar or lesser grade.
* To adhere to the University’s Equality, Diversity, and Inclusion Policy in all activities, and to actively promote equality of opportunity wherever possible.
* To be responsible for your own health and safety and that of your colleagues, in accordance with the Health and Safety at Work Act.
* To work in accordance with the Data Protection Act 2018 and UK GDPR.

# Person Specification

The person specification focuses on the knowledge, skills and abilities, qualifications, and the experience required to undertake the role effectively. Please ensure that your application demonstrates how you meet the essential criteria. You will be assessed by your completed application form **(A),** at interview **(I)** and in some instances through an exercise **(E**); these are shown at the end of each criteria.

## Essential Criteria

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| --- |
| **Knowledge, skills, and abilities** |
| * Excellent understanding of communication channels and methods. **(A, I)** * Highly developed communication skills, able to present complex information to a range of audiences in a clear and compelling way. **(A, I)** * Highly developed interpersonal skills, influencing positive behaviour in others and able to develop good professional relationships and negotiate with a broad range of colleagues. **(A, I)** * Ability to make decisions at a strategic level while also ensuring hands-on delivery of required work. **(I)** * Effective planning and organisational skills, and the ability to oversee projects from concept to delivery. **(I)** * Understanding of the Higher Education sector and the role of student communications and engagement in this context. **(I)** * Ability to plan and prioritise a range of work activities, delegating tasks appropriately and meeting conflicting deadlines when they occur. **(A, I)** * Ability to work at pace, creating good quality content, plans, and ideas to a high standard. **(I)** * Use of analytics and insight to inform decision making and the development of content. **(I)** |
| **Qualifications** |
| * Educated to degree level or equivalent practical experience in student communications or related field. **(A)** * Evidence of continuous professional development in communications strategy and operations. **(A, I)** |
| **Experience** |
| * Experience of working in large and complex organisations. **(I)** * Experience of working directly with senior colleagues in a ‘trusted advisor’ capacity. **(A, I)** * Experience of developing and implementing communications strategies and plans. **(A, I)** * Experience of creating and commissioning multimedia content **(A, I)** |
| **Managing people** |
| * Excellent leadership, collaboration, and communication skills to motivate and inspire teams. **(A)** * Experience of recruiting, managing and motivating staff to achieve high standards; providing leadership and direction through change to deliver improved services and developing people within their roles. **(I)** |
| **Physical demands and/or other requirements** |
| * A technically proficient user of standard office software, for example, Office 365 including Microsoft Sharepoint. **(I, E)** * Able to assist with departmental and university-wide projects, events and initiatives appropriate to the grade of this post. **(I)** |

# Additional Information

* Any appointment is generally made at the bottom of the salary range for the grade dependent upon experience and previous salary.
* The University of Brighton welcomes job sharers. Job sharing is a way of working where two people share one full-time job, dividing the work, responsibilities, pay, holidays, and other benefits between them proportionate to the hours each works, thereby increasing access to a wide range of jobs on a part-time basis. The advert for the post for which you are applying will indicate whether applications from job sharers can be considered (this may not be possible for a post that is already part time for example). Refer to the ‘Balancing Working Life’ section on our website here: [Benefits and facilities](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).
* Annual leave entitlements are shown in the table below and increase after 5 years’ service. In addition, to the eight Bank Holidays, there are university discretionary days between Christmas and New Year. All leave, including bank holidays and discretionary days, is pro-rated for part time employees.

|  |  |  |  |
| --- | --- | --- | --- |
| **Grades** | **Annual entitlement per grade** | **Grades** | **After five years’ service** |
| 1-3 | 23 days | 1-3 | 28 days |
| 4-7 | 25 days | 4-7 | 30 days |
| 8-9 | 27 days | 8-9 | 30 days |
| Band 10 and above | 30 days | Band 10 and above | 30 days |

* More information about the department/school can be found here [Professional Services Departments](https://www.brighton.ac.uk/about-us/contact-us/professional-services-departments/index.aspx) or here [Academic Departments](https://www.brighton.ac.uk/about-us/contact-us/academic-departments/index.aspx).
* Read the University’s [Strategy 2019 - 2025](https://www.brighton.ac.uk/practical-wisdom/index.aspx)
* The University has an attractive range of benefits, and you can find more information about them on our [website](https://www.brighton.ac.uk/about-us/working-with-us/jobs/benefits-and-facilities.aspx).

Date: **July 2024**