

JOB DESCRIPTION

POST TITLE: Head of Communications and Campaigns

RESPONSIBLE TO: Assistant Director, External Relations

GROUP: Universities UK International

GRADE: Manager/Advisor

Taking a strategic approach and working autonomously, the post holder will lead and direct their team to deliver:

Campaigns

Lead on the development, planning and delivery of UUKi campaign activity, ensuring maximum impact.

- Identify and propose campaign activity to tackle key issues, setting out clear and costed proposals to senior colleagues.
- Lead the development and delivery of campaign concepts and tactics such as content, speaking opportunities, media engagement and events
- Coordinate colleagues across the UUKi and UUK team and engage key external stakeholders.
- Oversee campaign evaluation and reporting.

Communications and media

Lead planning and delivery of the full spectrum of communications activity, ensuring that UUKi is influential in key strategic areas.

- Lead on content and digital strategy and oversee social media and web activity
- Engage with internal stakeholders, including providing expertise, guidance and training
- Build a strong and influential network of international and UK journalists
- Identify and pursue opportunities to secure media coverage which contributes to the delivery of UUKi's strategic objectives
- Advise senior colleagues on how to effectively respond to sensitive media situations
- Support member engagement through key communications channels such as member newsletters
- Oversee evaluation of all communications activity
- Lead on developing content for CEOs news, on behalf of UUKi management team, and the delivery of regular 'directors updates' to UUKi members.
- Lead on communications to UUKi funders, working with the strategic insights and partnerships team, as well as UUKi management team, to support the funders group and programme of work.
- Management budgets, working effectively with third party suppliers.

Promote the UK higher education sector internationally

Develop and lead on delivery of UUKi's strategy for maintaining and enhancing the UK higher education sector reputation overseas, ensuring that UUKi meets key strategic objectives.

- Oversee content delivery and promotion, identify speaking opportunities and attend events
- Engage key internal and external stakeholders to support delivery of strategy
- Initiate and lead on high impact research projects which support the UK's reputation as a world leader in higher education

- Act as spokesperson for UUKi on topics relating to international student recruitment, as required.

Line management

Line manage the communications team, ensuring all HR policies and practises are adhered to:

- Monitor staff performance and development, set objectives and conduct annual appraisals
- Support professional development to ensure a high-performing communications function.

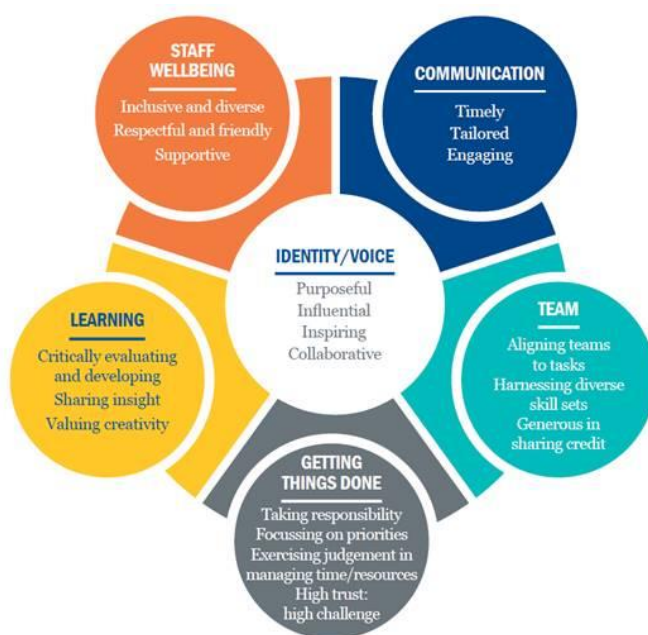
Income generation, brand and reputation

- Provide guidance for content development of UUKi events, including leading content development of UUKi's flagship conference, the International HE Forum
- Work with the events and sponsorship officer and the events and marketing coordinator to ensure our event marketing is on-brand, offering advice, guidance and ideas.
- Develop relationships with potential partners across the sector, to aid deliver of UUKi's strategy, including delivering strategic insights to members via reports, supporting our campaign work and our events.
- Be a champion for the UUK brand, promoting the style guide and encouraging adherence to it.
- Provide advice to senior colleagues on how best to respond to sensitive issues that are a threat to the sectors reputation.
- Oversee the team to deliver against communications requirements within contracted stream of work, liaising closely with the head of partnerships and the strategic insights manager.

Strategy and programme management

- Act as a programme manager and/or communications lead for cross-organisational programmes
- Develop and implement UUKi's communications strategy and plan, ensuring strategic join up related to communications activity across the organisation.

UUK Values and Behaviours



Job Title: Head of Communications		
Directorate: Universities UK International		
Grade: Manager/Advisor		
Essential/ Desirable	Qualifications, skills and training	Assessed by
Education and qualifications		
Desirable	Honours degree	Application form
Desirable	PR or marketing related qualification	Application form
Knowledge		
Essential	An understanding of higher education, and experience of responding effectively to media scrutiny on high-profile issues, co-ordinating responses in a multiple stakeholder environment and across digital channels, and changing perceptions	Application form/interview
Essential	An understanding of best practice in communications and campaigns strategy and planning	Application form/interview
Essential	Budget management experience and ability to secure good value for money and high quality work from agencies and other suppliers	Application form/interview
Relevant experience		
Essential	Significant experience of working in a busy press office or communications environment, including proactive media relations, and of offering advise to senior colleagues on sensitive issues	Application form and interview
Essential	Significant experience of working autonomously to develop and implement campaigns and communications strategies that address key challenges, with clear evidence of successful outcomes	Application form and interview
Essential	Experience of developing positive relationships with key stakeholders	Application form and interview
Desirable	Experience working in a higher education institution or related organisation	Application form and interview
Essential	Knowledge and experience of how digital outputs can complement and increase the reach and success of traditional media work and vice versa.	Application form and interview

Skills and personal qualities

Essential	An inspirational manager and evidence of coaching to raise performance levels at an individual and team level.	Application form, interview
Essential	Resilience and ability to secure results and willingly tackles demanding tasks.	Application form, interview
Essential	Ability to build relationships and trust with a range of internal and external stakeholders.	Application form, interview
Essential	Track record of delivering excellent results, despite significant obstacles.	Application form, interview