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**Support and Professional Services**

**Marketing & Communications Department**

**Corporate Communications Manager**

**ZZ600364**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

**Permanent**

**Full-time**

Salary is in the range £38,833 - £47,722 per annum and progress to the top of the scale is by annual increments payable on 1st April each year. Salary is paid into a bank or building society monthly in arrears.

Working hours are 37per week. Overtime is not normally payable but time off in lieu may be given. The working hours are normally from 8.30am to 5.15pm Monday to Thursday and 8.30am to 4.15pm Friday with one hour and ten minutes for lunch. Specific times may vary according to the Department concerned.

Annual leave entitlement is 32 working days in a full leave year. If you work less than 37 hours per week, your leave will be calculated on a pro-rata basis. The leave year commences on 1 October and staff starting and leaving during that period accrue leave on a pro-rata basis. In addition, the University is normally closed from Christmas Eve until New Year’s Day inclusive and on bank holidays.

It is a condition of the appointment for the proper performance of the duties of the post that the appointee will take up residence at a location such that they are able to fulfil the full range of their contractual duties. This residential requirement will be expected to be fulfilled within twelve months of taking up the appointment. The University has a scheme of financial assistance towards the cost of relocation, details of which can be found on the University website:

<http://www.port.ac.uk/departments/services/humanresources/recruitmentandselection/informationforapplicants/removalandseparationguidelines>

The Appointee will be entitled to join the Local Government Pension Scheme. The scheme's provisions include an index-linked pension with an option to exchange some pension for a lump sum on retirement together with dependants’ benefits. Contributions by the employee are subject to tax relief.

There is a probationary period of six months during which new staff are expected to demonstrate their suitability for the post.

There is a comprehensive sickness and maternity benefits scheme.

**All interview applicants will be required to bring their passport or full birth certificate and any other 'Right to Work' information to interview where it will be copied and verified.** The successful applicant will not be able to start work until their right to work documentation has been verified.

Please note if you are the successful candidate once the verbal offer of employment has been made and accepted, references will be immediately requested. It is the University’s policy that all employment covering the past three years is referenced. A minimum of two references is required to cover this three year period of employment or study (where there has been no employment). One of your referees mustbeyour current or most recent employer.

The successful candidate will need to bring documentary evidence of their qualifications to Human Resources on taking up their appointment.

To comply with UKVI legislation, non-EEA candidates are only eligible to apply for this post if it has been advertised for a total of 28 days.

If the position has a requirement for Disclosure and Barring Service check (DBS), this will be stated in the advert. The DBS Application Form will be provided once the selection process has been completed.

All applications must be submitted by Midnight (GMT) on the closing date published.

**UNIVERSITY OF PORTSMOUTH – RECRUITMENT PAPERWORK**

1. **JOB DESCRIPTION**

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| **Job Title:** | Corporate Communications Manager |
| **Grade:** | 8 |
| **Faculty/Centre:** | Professional Services |
| **Department/Service:**  **Location:** | Marketing and Communications Department  Mercantile House |
| **Position Reference No:** | ZZ600364 |
| **Cost Centre:** | 47463 |
| **Responsible to:** | Head of Brand Strategy and Corporate Communications |
| **Responsible for:** | 1 x Corporate Communications Coordinator  4 x Corporate Communications Officers  2 x Graphic Designers |
| **Effective date of job description:** | November 2016 |

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| **Context of Job:** |
| The Marketing and Communications Department offers a complete in-house service to promote the University to its various stakeholders. The Department’s services cover a wide range of marketing and communications disciplines, dealing with brand management, internal and external communications, marketing strategy, digital marketing and web strategy, press and public relations, recruitment, community outreach and market research. The role of the Corporate Communications Team is to deliver a design management service to the University. It provides a central service to Faculties and Business Units as well as supporting and enabling the wider Marketing and Communications Team. This includes the provision of a wide range of printed materials, visual content and engaging copy for the full range of activity of the Department, including: recruitment campaigns, internal and stakeholder communications, online and printed media. As the guardian of the University brand, the Corporate Communications Team advocates good communication and design practice and ensures adherence to corporate and brand guidelines. |
| **Purpose of Job:** |
| To manage the University's corporate communications and publications, ensuring that key messages of the University are disseminated effectively to audiences.  The post holder will manage the Corporate Communications Team so that they can build strong relationships across the University, advising colleagues on good practice and ensuing adherence to guidelines. They will support the development of marketing and communication initiatives by providing creative input and design management to the wider Marketing and Communications Team.  In conjunction with the Director and Head of Brand Strategy and Corporate Communications, the Corporate Communications Manager will champion effective design, copy, graphics and imagery across the University. |
| **Key Responsibilities:** |
| 1. To ensure that all University collateral and communication materials are produced to the highest possible standards, consistent with corporate guidelines, including providing design and editorial direction 2. To take an active role in decision making on appropriate media and formats for delivery of marketing and communication materials in consultation with the Head of Brand Strategy and Corporate Communications 3. To proactively explore new techniques and practices in corporate communications and publications, both within and outside the higher education sector, to ensure that the University takes advantage of innovation in this area 4. To work closely with the teams across Marketing and Communications to ensure that all communications, including campaigns, the website and digital campaign activity reflects corporate and campaign messaging, is well written and consistent with corporate and brand guidelines 5. To manage key publications from concept to delivery ensuring they are produced on time, on budget, and to the highest possible standards, including:    * Student recruitment including Undergraduate and Postgraduate prospectus    * Corporate publications including Annual Financial Review    * Faculty, department and international marketing and communications materials    * Materials to support staff and stakeholder engagement 6. Develop and manage all staff working in the Corporate Communications team, including guiding their professional development, identifying and facilitating relevant training 7. To manage the Corporate Communications Team to meet the needs of the Department’s operating plan and wider University needs 8. To assist the Head of Brand Strategy and Corporate Communications with the implementation of action plans 9. To work with colleagues around the University to ensure that both corporate and departmental objectives are understood and supported 10. To ensure the University's brand messaging and visual identity is employed consistently to ensure appropriate reflection of corporate and brand values 11. To manage the dissemination and updating of the corporate identity guidelines in consultation with the Head of Brand Strategy and Corporate Communications, and offer guidance on corporate identity issues to other departments as appropriate 12. To advise the Department on issues relating to copyright, data protection and freedom of information in the context of publications and digital publishing. To promote an understanding of good practice in these areas to client departments 13. To monitor competitor activity in marketing and communications to ensure that the University of Portsmouth is producing market-leading communications material 14. To be responsible for continual evaluation and monitoring of services provided, maintaining and improving delivery as required 15. To ensure that we have engaging and current photography to represent all of the University for use in our publications, digital platforms and campaigns 16. To appoint, brief and manage external suppliers of design, photography, video and other creative or production services as required, in accordance with the University's financial regulations 17. To liaise closely with Printing Services to ensure effective and timely production and delivery of publications via the University's own resources or external suppliers as appropriate 18. To participate in performance & development reviews (PDR), ensuring that work produced is in line with the Department/University aims 19. To comply with the University's Health and Safety Policy and pay due care to own safety and the safety of others. Report all accidents, near misses and unsafe circumstances to line management 20. To support the University's commitment to equality, diversity, respect and dignity, creating an environment in which individuals will be treated on the basis of their merits, abilities and potential, regardless of gender, racial or national origin, disability, religion or belief, sexual orientation, age or family circumstances 21. Any other duties or to be a member of marketing project teams as determined by the Head of Corporate Communications or the Director of Marketing and Communications |

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| **Working Relationships:** |
| Head of Brand Strategy and Corporate Communications  Corporate Communications Team and Printing Services Team  Director of Marketing and Communications  Colleagues within Marketing and Communications Team  Networks within the University across Faculty and Business Units at all levels  External agencies and suppliers as required |

1. **PERSON SPECIFICATION**

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|  | **Attributes** | **Rating** | | **Source** |
| **1** | **Specific Knowledge & Experience** | |  |  |
|  | Working knowledge of print production and production management | | E | AF, S |
|  | At least two years copyediting, proof reading and web production experience | | E | AF, S (T) |
|  | Experience of managing web, e-publications and print publications from concept to delivery | | E | AF, S |
|  | Line management experience | | E | AF, S |
|  | Management of a corporate identity | | E | AF, S |
|  | Design and creative management experience | | E | AF, S |
|  | Knowledge of Marketing practice in UK Higher Education Institutions | | D | AF, S |
| **2** | **Skills & Abilities** | |  |  |
|  | Excellent written and verbal communication skills | | E | AF, S (T) |
|  | Ability to write effective and engaging copy for different audiences | | E | AF, S (T) |
|  | Excellent editing and proofreading skills | | E | AF, S (T) |
|  | Computer literacy | | E | AF, S |
|  | Experience and understanding of publishing, digital design and relevant technologies | | E | AF, S (T) |
|  | Good planning and organisational skills. | | E | AF, S |
|  | Able to work as part of a team and on own initiative and to liaise with and direct internal and external teams | | E | AF, S |
|  | Excellent interpersonal skills | | E | AF, S |
|  | Must be flexible and able to work on a number of projects simultaneously | | E | AF, S |
|  | Confidence in recommending or selecting appropriate media for marketing communications. | | E | AF, S |
|  | Ability to build effective working relationships with other colleagues both with the department and university and externally | | E | AF, S |
| **3** | **Qualifications, Education & Training** | |  |  |
|  | Degree | | E | AF, S |
|  | A level English | | E | AF, S |
|  | GCSE/O Level Grade C or above Maths | | E | AF, S |
|  | Relevant professional training or qualification (editing, proofreading, copy writing etc) | | D | AF, S |
| **4** | **Other Requirements** | |  |  |
|  | Highly motivated and must have a keen interest in developing a career in corporate/marketing communications | | E | AF, S |
|  | Good attention to detail | | E | AF, S |
|  | Patient, clear thinker with good judgement to deal with sensitive issues | | E | AF, S |
|  | Ability to manage and motivate others | | E | AF, S |

**Legend** Rating of attribute: E = essential; D = desirable Source of evidence: AF = Application Form; S = Selection Programme (including Interview, Test, Presentation, References)

**JOB HAZARD IDENTIFICATION FORM**

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| **Please tick box(s) if any of the below are likely to be encountered in this role. This is in order to identify potential job related hazards and minimise associated health effects as far as possible. Please use the** [**Job Hazard Information**](http://www.port.ac.uk/departments/services/humanresources/occupationalhealthservice/jobhazardinformation/filetodownload,164407,en.doc) **document in order to do this.** | | | |
| 1. International travel/Fieldwork |  | 13. Substances to which COSHH regulations apply (including microorganisms, animal allergens, wood dust, chemicals, skin sensitizers and irritants) |  |
| 1. Manual Handling (of loads/people) |  | 14. Working at height |  |
| 1. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water |  |
| 1. Genetically Modified Organisms |  | 16. Confined spaces |  |
| 1. Noise > 80 DbA |  | 17. Vibrating tools |  |
| 1. Night Working   (between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 1. Display screen equipment | **√** | 19. Compressed gases |  |
| 1. Repetitive tasks (e.g. pipette use, book sensitization etc) |  | 20. Small print/colour coding |  |
| 1. Ionising radiation/ non-ionising radiation/lasers/UV radiation | | 21. Contaminated soil/bio-aerosols |  |
| 10. Asbestos and lead | | 22. Nanomaterials | |
| 11. Driving on University business (mini-bus, van, bus, forklift truck etc) | | 23. Workplace stressors (e.g. workload, relationships, job role etc) | |
| 12. Food handling | | 24. Other (please specify) | |

**Completed by Line Manager/Supervisor:**

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| **Name (block capitals)** | Emma Fields |
| **Date** | 05/12/17 |
| **Extension number** |  |

Managers should use this form and the information contained in it during induction of new staff to identify any training needs or requirement for referral to Occupational Health (OH).

Should any of this associated information be unavailable please contact OH (Tel: 023 9284 3187) so that appropriate advice can be given.