

**Support and Professional Services**

**Marketing and Communications**

**INTERNAL COMMUNICATIONS MANAGER**

**ZZ600764**

**Information for Candidates**

**THE POST**

Please see the attached job description and person specification.

**TERMS OF APPOINTMENT**

Salary is in the range £37,768 to £46,414 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.

Leave entitlement is 32 working days per annum. In addition, the University is normally closed from Christmas Eve until New Years Day inclusive and there are a further five bank holidays.

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.

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>

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.

Under the University’s Insurance Policy we will take up references for candidates called for interview. Your current employer reference must be your current line manager. It is also a requirement of this policy that we take up references to cover the previous three years of your employment or study.

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**

**1. JOB DESCRIPTION**

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| **Job Title:** | Internal Communications Manager |
| **Grade** | 8 |
| **Department/Service:** | Marketing and Communications |
| **Location:** | St Andrew’s Court |
| **Position Reference No:** | ZZ600764 |
| **Cost Centre:** | 47463 |
| **Responsible to:** | Head of Media and Communications |
| **Responsible for:** | Internal Communications CoordinatorInternal Communications OfficerMajor Projects Communications CoordinatorMy Port Communications Coordinator |
| **Effective date of job description:** | 20 June 2016 |

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| **Context of Job:** |
| The Department of Marketing and Communications provides a complete in-house service to promote the University to its various stakeholders. The Department’s activities cover a wide range of marketing communications disciplines, including marketing strategy, internal communications, publications, recruitment and outreach, press and public relations, marketing campaigns, market research, digital marketing and web. The Media and Communications team is responsible for the promotion, enhancement and protection of the profile and reputation of the University locally, regionally, nationally and internationally and to deliver the Media and Communications Strategy in support of the University’s 2020 Strategic Plan. The team works pro-actively across all faculties, departments and professional services, and at all levels, to ensure the University’s key messages are heard and understood through a variety of channels, both internally and externally. The team is also responsible for the delivery of the University’s Internal and External Communications Strategy and functions. |
| **Purpose of Job:** |
| As part of the Media and Communications Team, the Internal Communications Manager manages the development and delivery of internal communication strategies to engage effectively staff and students, including providing expert advice as required, and supporting the delivery of the University’s mission, vision and strategy.Provide expert support and advice on communication to specific projects and policies, including those supporting significant and transformational change, and manage the delivery of agreed communication activities for these projects and policies. |

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| **Key Responsibilities:** |
| **Strategic**Ensure that the purpose and strategic aims of the University are effectively communicated so staff can understand fully their role in delivering the University’s objectives, and students can understand fully the importance of their experience to the University.Develop and deliver internal communication and engagement strategies and policies so staff and students can become advocates of the University and brand ambassadors.Work with senior management team, boards, steering groups and committees to support the development and delivery of strategies, projects and policies.Develop strategies to ensure staff have effective access to online information provided by professional services.**Operational**Maintain, manage, monitor and evaluate the impact University-wide communications and engagement with staff and students.Manage regular communications via central channels for staff and students, including websites, emails, staff magazine, social media and any other printed or digital channels, in accordance with the staff and student communication policies.Support the senior management team in their communication to staff and students, including coordination of the Vice-Chancellor’s annual address, writing copy, managing messages and advising on best practice.Support the provision of staff-facing online information from professional services. Provide a responsive, proactive service that develops and implements bespoke communication and engagement strategies for major projects.Develop and maintain a network of representatives in academic and professional service departments to support communication and engagement across the University and to provide feedback on communication practice.Work across the Marketing and Communication teams and other colleagues across the University, co-ordinating as necessary, to ensure internal and external communication is aligned and supports consistently the Portsmouth brand.Manage any serious incident internal communication. Manage all resources allocated to the internal communications team and ensure they are used to best effect.Develop systems for continual monitoring and evaluation of both existing and emerging communication activities to ensure activities continue to meet audience needs and to provide benefits for internal audiences.Set robust KPI’s and Targets, and ensure effective reporting against targets.**Other**Line manage the Internal Communications team, developing staff and overseeing all work undertaken, ensuring guidelines, style and quality and service levels are adhered to and conducting annual Professional Development Reviews.Manage specific projects and relationships with agencies and suppliers and act as a member of specific marketing project teams as determined by the Director of Marketing and Communications and Head of Media and Communications. Undertake such other duties as may be reasonably required by the Head of Media and Communications. |

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| **Working Relationships:** |
| Head of Media and Communications.Direct reports and other colleagues with the Media and Communications team and the wider Marketing and Communications Department, including its Director.Deans and Directors of Professional ServicesHeads of Academic School and DepartmentsADSs, ADAs, ADRsMembers of UEB on issues relating to internal communications and engagementPeers at other HEIsRelevant external agencies and suppliers |

**2. PERSON SPECIFICATION**

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| **No** | **Attributes** | **Rating** | **Source** |
| **1.** | **Specific Knowledge & Experience** |   |   |
|   | In-depth communications experience, including engagement theory and strategies. | E | AF, S |
|   | Production of communication strategies and policies to support the engagement of staff and students, both with routine information and with major change projects. | E | AF, S |
|   | Experience of engaging audiences, developing key messages and communicating in various media audiences. | E | AF, S |
|   | Experience of developing and managing a communication service, delivering relevant and timely information to internal audiences. | E | AF, S |
|   | Experience of reviewing communication practice to ensure relevance and effectiveness based on audience needs. | E | AF, S |
| **2.** | **Skills & Abilities** |   |   |
|   | Excellent verbal and written communication skills and ability to negotiate, influence and build effective relationships, including with senior management. | E | AF, S |
|   | Understanding of the role and importance of internal communications and engagement with internal audiences. | E | AF, S |
|   | Ability to write and to edit clear and concise copy for different audiences for both online and offline channels. | E | AF, S |
|  | Excellent organisational and project management skills | E | AF, S |
|   | Understanding of the higher education sector and the issues facing it. | D | AF, S |
|   | Understanding of effective line management, performance monitoring and recruitment | D | AF, S |
| **3.** | **Qualifications, Education & Training** |   |  |
|   | Degree level education | E | AF, S |
|   | Relevant professional qualification | D | AF, S |
|   | Membership of relevant professional body | D | AF, S |
| **4.** | **Other Requirements** |   |  |
|   | Confident, professional manner, strategic thinker and calm under pressure. | E | AF, S |
|   | Able to clearly brief, motivate and engage colleagues and provide credible communication advice. | E | AF, S |
|   | Pride in accuracy of work, self-motivated and proactive. | E | AF, S |

**Legend**

Rating of attribute: E = essential; D = desirable

Source of evidence: AF = Application Form; S = Selection Programme

**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%2C164407%2Cen.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)  |  |
| 2. Manual Handling (of loads/people)  |  | 14. Working at height |  |
| 3. Human tissue/body fluids (e.g. Healthcare workers, First Aiders, Nursery workers, Laboratory workers) |  | 15. Working with sewage, drains, river or canal water  |  |
| 4. Genetically modified Organisms  |  | 16. Confined spaces |  |
| 5. Noise > 80 DbA  |  | 17. Vibrating tools  |  |
| 6. Night Working(between 2200 hrs and 0600 hrs) |  | 18. Diving |  |
| 7. Display screen equipment (including lone working) | X | 19. Compressed gases |  |
| 8. Repetitive tasks (e.g. pipette use, book sensitization etc)  |  | 20. Small print/colour coding |  |
| 9. Ionising radiation/non-ionising radiation/lasers/UV radiation  | 21. Contaminated soil/bioaerosols |  |
| 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)** | Dorothy Albrecht |
| **Date** | 20/06/16 |
| **Extension number** | 5654 |

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.