

Role Profile: Head of Communications

Job title:	Head of Communications
Working hours:	35-hours per week (to be worked flexibly)
Salary:	£30,382 to £34,030 (Grade D)
Reporting to:	Director of Engagement
Direct Reports	Social Media & Content Coordinator, Digital Communications & Content Coordinator, Student Staff

Role Purpose:

To lead the delivery of the communications strategy enabler within the strategic plan. Specifically by delivering focused, valued and purposeful communications with members and developing long term, valuable relationships with students and other stakeholders.

Main Activities and Responsibilities:

Development and Strategy

- To be responsible for the development and implementation of the Union's communications strategy, branding guidelines and identity across the organisation's activities.
- Facilitate the creation and growth of student communities on campus, encouraging students to feel a sense of belonging to both the Union and the University.

Leadership and Management

- Role model the Union's values and behaviours and contribute to nurturing an inclusive working environment, actively challenging behaviour that does not align with our values.
- Ensure alignment between the team's activities and the department plan – ensuring each team member is focused on the needs of our members and has a clear understanding of how they contribute to the Union's strategy.
- Manage staff within the team by providing coaching, performance support and development in line with the Union's performance development frameworks.
- Ensure a pro-active and effective approach to the health, safety and wellbeing of staff, volunteers, and members.
- Effectively manage the team's resources and activities, within agreed budgets.

Delivery

- To manage the Union's communications with members, ensuring that conversations and discussions are smart, thoughtful and values-led.
- Undertake appropriate research into our students' lives, identifying ways of segmenting and targeting that are sophisticated but flexible
- Ensure the Officers are front and centre of key messages and campaigns, ensuring they are recognisable, and their roles are understood by students
- Work with stakeholders to identify and embed a consistent and coherent voice that is distinct, friendly, understanding and informative.
- Building a CRM and web platform that we are proud to call the Union's digital home
- To manage the relevant budgets aligned to the role.

Stakeholders

- To lead on the development of consistent service standards for the whole organisation, ensuring a consistent and high quality experience for all members.
- To manage relationships with other stakeholders within the University and beyond, in order to maintain joined-up working and provide excellent service to members
- To identify and develop opportunities for partnership working, with both our members and external partners.

Compliance

- Ensure compliance with the Union's policies, University policies and all relevant legislation – including Health and Safety, 1992 Education Act and Data Protection.

Other

- Help our Full Time Officers achieve their manifesto commitments.
- Actively engage in student-facing projects and activities of all kinds as required.
- Be an enthusiastic advocate for student leadership and the organisation's values.
- Maintain your own professional networks, and promote the Union on a local and national level

Person Specification: Head of Communications

Knowledge and Experience

- Demonstrable knowledge of and/or an appreciation of the issues currently impacting students in Higher Education.
- Experience in managing, supporting and developing individuals (in either a line management, supervisory or volunteer development role)
- Experience of planning, leading and evaluating engaging communication.

Skills and Abilities

- Able to apply innovative approaches to developing and growing services, member engagement and projects.
- Capable of managing teams and individuals effectively; motivating and supporting them to achieve high performance
- Able to build and develop strong relationships and networks with a variety of stakeholders at all levels.
- Ability to analyse and draw insights from data that helps to inform activity and deliver strategic objectives
- Able to demonstrate an ability to confidently assess risk, make decisions and solve problems, with an appreciation of longer-term implications.

Values and Behaviours

- A demonstrable commitment to USSU's organisational values, mission and purpose.
- A strong commitment to championing equality, diversity and inclusion.
- Comfortable working in a democratic, student-led environment and being an enthusiastic advocate for student voice and representation.

How to Apply

The closing date for applications is

Application Timeline

- Closing Date: **Monday 18 July at 9.00**
- Shortlisting: **Wednesday 20 July**
- Interviews: **Thursday 28 July**

Please submit your application by completing our online application form on our [careers page](#).

Application Questions

You will need to provide an up-to-date copy of your CV, and answer the following questions related to the person specification for the role (please try not to exceed 250 words per question):

- Tell us about your experience of planning, leading on and evaluating engaging communication.
- Demonstrate your ability to lead and manage teams and individuals, and create environments where people are supported to achieve their best
- Can you tell us about your ability developing projects and services?
- Tell us about your skills in developing stakeholder relationships.
- Can you tell us about your understanding of Equality, Diversity and Inclusion, and share an example of when you have championed them?

We recommend that you prepare your answers in advance in a separate document where possible, to avoid losing your responses before you submit them in the online form.

Here at USSU, we are more interested in your potential than your background and experience. If you don't have lots of professional experience, please feel free to use examples from outside of work to demonstrate what you could bring to the role and our team.

Please note:

- We will contact you to let you know the outcome of your application. This can sometimes take a few weeks.
- You must be able to provide proof of your right to work in the UK before starting work with us. We are not currently able to sponsor employees requiring a visa.
- Applications received after the above closing date will not be considered.

Talk to us first

For an informal chat and to find out more about the role, please contact the hiring manager Andy Hargreaves, A.Hargreaves@salford.ac.uk.

Impostor syndrome

Impostor Syndrome is the overwhelming feeling that you don't deserve your success. It can convince us that we are not as intelligent, creative or talented as we may seem. It often strikes when applying for a job, and has long been thought to disproportionately affect women and people from minority backgrounds. If you recognise feelings of impostor syndrome during your job search, [you'll find some useful tips to help overcome it here](#).