**University of Edinburgh – Social Responsibility and Sustainability**

**Communication Manager - SRS**July 2018

**1. Job Details**

Job title: **Communication Manager**

Department: **Social Responsibility and Sustainability, Corporate Services Group**

Line Manager: **Head of SRS Programmes**

Principal place of work: **The Boilerhouse, High School Yards, Edinburgh, EH1 1LT**

**2. Job Purpose**

Responsible to the Head of Social Responsibility and Sustainability (SRS) Programmes for the overall organisation, planning and management of the Communications team to support the delivery of the University’s SRS Strategy and Zero by 2040 Climate Strategy and deliver awareness and involvement in SRS programmes.

Responsible for the planning and delivery of an effective communications strategy and campaigns for the SRS Department, the post holder will take responsibility for SRS communications targeting both internal and external stakeholders.

**3. Main Responsibilities**

Approx. % of time

* Lead, develop and manage the Communication team by means of objective setting, performance appraisal, development of learning and personal development for the section and associated budgeting, reporting and administrative tasks as required to ensure effective delivery of section objectives, communications campaigns and communications tools 30%
* Under the direction of Head SRS Programmes set, monitor and review objectives to ensure an effective, integrated SRS communications strategy with appropriate media, and targeting appropriate stakeholders, promote awareness and positive involvement in SRS activities 20%
* Contribute to the social responsibility, sustainability and climate change programmes of the University of Edinburgh. Lead on delivery of specific initiatives as assigned in order to meet our SRS, climate change and community engagement strategies. 15%
* Develop and project manage the production of communications tools specifically for the SRS department and SRS campaigns, working closely with other managers, including our online presence, digital and social media, print, press and event activities 10%
* Develop and manage an effective contact management system for departmental stakeholders and networks, ensuring consistency across the department and monitoring engagement and stakeholder expectations 10%
* Manage the reputation of the SRS department through proactive and reactive response to current risks, events, media reports and stakeholder opinions 10%
* Provision of research, consultation and mapping of strategic stakeholder groups in order to inform SRS communications and strategy, and enhance our relations with stakeholders 5%

**4. Planning and Organising**

* Lead, develop and manage all aspects of the Communications team including long-term communications strategy, planning, resourcing, day to day management, reporting and review processes
* Working with appropriate stakeholders, including operations and service managers, communications professionals, EUSA and academic departments and University committees to agree shared objectives and approaches to SRS communications
* Working with the senior management team and section managers to identify communications needs and integrate into communications strategies and plans accordingly
* Working with University Communications and Marketing, as well as other communications professionals internally and externally, to achieve consistency and promote collaboration in approaches to SRS communications.
* Ensure effective project management of activities to facilitate service/operational changes at Unit, Department, Group or University level
* Manage resources/budgets within Communications team, to ensure maximum value is delivered for resources deployed
* Contribute to resource and budget planning within SRS Programmes area and ensure products and outputs delivered to time and budget
* Manage/supervise a diverse group of staff including Communications Coordinators, Website Technical Coordinators and student interns and volunteers, acting as a mentor/coach to staff within the Communications team to support their occupational development
* Plan own work activities to ensure effective service delivery, resolving conflicting timescales and priorities independently with limited or no supervision. Provide regular updates or progress reports on all tasks and projects as required by Head of SRS Programmes.

**5. Problem Solving**

* Gather and analyse quantitative and qualitative data and present recommendations through briefings, presentations and reports
* Prioritise allocation of resources to key objectives, process development, training, and materials
* Utilise allocated budgets to ensure operational and efficiency targets are met, and staff are appropriately trained and supported.
* Deal with complexity in project implementation, responding to changing conditions and adjusting targets accordingly to continue professional service delivery
* Identify problems and ways of improving service delivery within the work of the Communications Team as a whole, using inclusive methods
* Ability to resolve conflict arising from controversial issues with project stakeholders as well as other internal and external colleagues

**6. Decision Making**

* Decide on appropriate approach and strategy to maintain good relationships with external and internal bodies and colleagues, within the broad parameters set down by Head of SRS Programmes
* Ability to confidently lead team in changing conditions as the Department evolves
* Good knowledge of practices in communications for sustainability and ability to provide guidance to others
* Good knowledge of wide range of communications channels and approaches and ability to aid others in decision-making
* Design and deliver service to maximise service quality, efficiency and continuity
* Supervise staff involved in projects, providing training and developing them appropriately
* Prioritise competing demands and proactively manage large workloads and busy schedules whilst liaising closely with a diverse range of staff and students across the University and keeping them informed of any progress or changes to arrangements

**7. Key Contacts and Relationships**

* Head of SRS Programmes, Programmes and Engagement Managers, Research and Policy Manager – Fair Trade, EUSA Environmental Coordinator and the Head of SRS Futures
* Head of Marketing and Head of Press within University Communications and Marketing, including relevant section contacts within CAM
* Develop relationships and network with communications professionals throughout the University
* Liaise with the academics and stakeholders when organising a range of events and represent the department as directed to senior and middle management of Colleges and Support Groups
* Develop internal relationships within the two units in the SRS department.

**8. Knowledge, Skills and Experience Required**

* Degree (or equivalent experience) in communications / sustainability (e.g. marketing, journalism, media, community engagement, sustainability, Corporate Social Responsibility) or a related field
* A strong background in communications at a strategic and operational level - working on communications campaigns ideally within a corporate social responsibility / sustainability context using the full media mix, and both internally and externally
* Direct experience of managing individuals in a team including management of resource allocation, setting team objectives and determining priorities within resource constraints (typically 5 years).
* Programme and project management experience including demonstrating the ability to plan, manage, monitor, and deliver on multiple tasks and projects
* Ability to engage confidently and competently with a range of internal and external stakeholders
* Excellent communication and interpersonal skills
* Proven analytical and problem solving capacity
* Very strong interpersonal and team-work skills, with a pro-active and positive approach to customer relations to apply to interactions with staff, students and project stakeholders
* Strong personal time management and prioritisation skills, and the ability to coach these skills in others
* Understanding of software and technology to support communications

Desirable

* Experience of organising and delivering software development and/or procurement projects – including working with developers and external stakeholders

**9. Dimensions**

* The post holder will manage a high performing team within the Programmes Unit of the Department for SRS, contributing significantly to a successful, thriving, well respected and highly-professional Department
* Manage a team, range of annual campaigns, and associated communications budgets (budget line approx. £10k)
* The post holder is responsible for communications with a target market of all staff and students within the University (approx. 40,000), external stakeholders, and the media.