



Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Change Communications Officer

Department/Division: Communications Division
Accountable to: Change Communications Lead

Competency	Criteria	E/D
Knowledge and Experience	Educated to degree level or equivalent experience	E
	Excellent general digital skills and knowledge of using other new communication technologies, such as digital applications and social networking channels	E
	Demonstrable IT experience and excellent skills, including using web content management systems e.g. Contensis	E
	Experience of delivering change communications, working with a diverse group of colleagues	E
	A proven track record of successfully planning and implementing communications to support change programmes.	E
	Knowledge and understanding of change management process and approach	D
	Experience of using analytics tools and data analysis as part of communications measurement and evaluation	D
	Previous relevant experience of working in Higher Education and understanding sector issues	D
Communication	Ability to quickly understand complex information and convey it confidently, appropriately and effectively to a variety of audiences	E



	Excellent verbal and written communication skills, with the ability to relate to all stakeholders	E
	Ability to analyse information and utilise resources to support the planning, production, delivery and review of communication and engagement strategies	E
	Ability to produce high-quality audience-informed targeted communications with attention to detail	E
	Evidence of preparing and producing material for publication via a variety of media e.g. webpages and printed student materials	E
	Ability to communicate sensitively and effectively with students and other service stakeholders in order to constructively resolve and learn from issues	E
	Ability to write reports on supported projects and provide management updates and information	D
Teamwork and Motivation	Ability to build co-operation and team spirit, demonstrating a proactive approach to assisting colleagues	E
	Enthusiastic approach and demonstrable passion for impactful communication	E
	Ability to co-ordinate work and share information across multiple teams to achieve agreed objectives and support effective change management	D
Planning and Organising Resources	Ability to effectively plan and prioritise own varied and demanding workload in line with and across planned project timelines, effectively co-ordinating time and resources with flexibility	E
	Maintain attention to detail whilst working to deadlines	E
	Ability to plan and manage project activity and events, supporting the effective use of associated resources	E
	Ability to work with limited supervision and effectively determine when it is appropriate to change workload priorities	E



Initiative and Problem Solving	Ability to use initiative and judgement to solve day-to-day issues and potentially complex problems with flexibility, timeliness and sensitivity	E
	Ability to apply analytical and problem-solving skills with consideration for the wider programme, unit and institutional context	E
	Interest in developing new channels and approaches alongside established ways of working	D
Service Delivery	Proven commitment to delivering an outstanding level of customer service	E
Liaison and Networking	Ability to form and maintain positive working relationships with colleagues outside of the immediate team and across the School, liaising with them effectively to ensure the co-ordination and delivery of project deliverables	E
	Ability to actively engage in peer networks and share information and examples of best practice	D

E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.