



### 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:** Staff Communications Manager

**Department/Division:** Communications **Accountable to:** Internal Communications Manager

Competency	Criteria	E/D
<b>Knowledge and Experience</b>	Educated to degree level in a relevant discipline or equivalent through experience.	E
	Experience of working in a communications role in higher education which involved the development of communications strategies.	E
	Experience of communications project management and leading diverse groups of colleagues.	E
	Demonstrable experience of producing high quality communications using a range of channels and online tools.	E
	Excellent general digital skills and experience of using other new technologies, such as digital applications and social networking channels, to communicate.	D
<b>Communication</b>	Excellent verbal and written communication skills, with the ability to relate to people at all levels.	E
	Excellent copy writing skills with the ability to tailor approach to different channels and audiences.	E
	Proven experience as a creative communicator who considers all opportunities for engagement.	E
	Experience of leading diverse project groups to achieve agreed objectives.	D
	Demonstrable experience of chairing meetings and following up	E



<b>Teamwork and motivation</b>	Demonstrable experience of contributing to and inspiring teams	E
	Experience of working with a range of internal stakeholders to develop effective communications for diverse needs	E
	A motivated and enthusiastic approach to communications and the value it adds	E
	Able to generate new ideas and support change management	D
<b>Liaison and networking</b>	Experience of working with diverse internal audiences to develop common ways of working and innovative ideas.	E
	Experience of engaging an internal audience	E
<b>Planning and organising resources</b>	Evidence of delivering communications projects in line with resource allocation and on time	E
	Excellent organisation and administrative skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results.	E
	A demonstrable record of setting, monitoring and achieving challenging performance targets.	E
<b>Initiative and problem solving</b>	Experience of developing communications channels and approaches alongside established ways of working.	D
	A confident decision maker able to handle multiple requests for support and to prioritise the most urgent and strategically important.	E

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

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