JOB DESCRIPTION

Communications Manager

Accountable to: Head of Engagement and Communications
Responsible for: 3 x Communications Coordinators, 1 x in-house designer,
Student Staff
Hours: 37 hours per week
Location: Holborn, Central London
Salary range: £30,450

JOB PURPOSE
1. Manage the Communications function
2. Responsible for the Communications Team and its delivery of key services, for the department's operational planning, and its key involvement in delivering the Union's strategic aims
3. Line manage the Communications Team

KEY RESPONSIBILITIES

1. Manage the Communications Function

- Responsible for content planning for LSESU and Arts Students' Union
- Responsible for implementing a consistent brand identity
- Responsible for periodically reviewing and iterating the LSESU and Arts Students' Union brands as they appear on social media, websites and printed materials
- Work with elected officers to lead and communicate changes to Union brands, websites, content and channels
- Responsible for working across teams to understand their communication needs
- Responsible for liaising with elected officers to produce multimedia content and providing inductions to the communications function
- Responsible for researching and evidencing changes to the comms function
- Manage the upkeep of LSESU and Arts Students' Union digital channels and websites
- Arrange, chair and keep a record of staff meetings within the Communications Team
- Manage and update regulations and procedures relating to the Communications Team
- Manage the Communication Team's budgets
- Manage the Communication Team's attendance at relevant events and conferences

- Manage relationships with external stakeholders
- Responsible for improving the digital literacy of staff across both Unions and identifying staff IT needs

2. **Responsible for the department's delivery of key services, for the department's operational planning, and key involvement in the Membership Directorate's strategic plan**

- Work with the Head of Engagement and Communications to deliver the Communications strategy and plan
- Manage the operational planning process for the Communications Team
- Manage data and data systems within the Communications Team
- Key involvement in the Union's strategic plan including putting forward evidence-based ideas for improvements and new projects/services within the Communications Team
- Liaise with Union staff, University staff and other relevant external parties on issues relating to the Communications Team
- Contribute to the delivery of primary and secondary research papers and briefings in relation to organisational communication and digital engagement
- Responsible for the delivery of reports and data in relation to the Communications Team

3. **Line manage the Communications Team**

- Arrange, conduct and keep records of management meetings with members of the Communications Team – including performance reviews, appraisals, and investigations
- Manage the learning and development of the Communications Team
- Delegate tasks where appropriate to communications coordinators
- Responsible for day to day work undertaken by Communications Team staff with student officers, and part-time staff and student staff
- Coordinate briefings to staff and officers as appropriate on communications based issues
- Prompt student officers to take agreed actions and keep them informed of the progress of projects and campaigns

GENERAL DUTIES

In addition, all staff have the following general duties laid out in their job descriptions:
- To deliver and develop objectives outlined in the Union's strategic plan.
- To contribute and assist in the Union's planning processes and the review of its performance and systems.
- Contribute to the positive and professional image of the Union and not act in such a manner as to bring the Union into disrepute.
- To observe and uphold the requirements of the Union Constitution and act at all times in accordance with policies including equality of opportunity.
- To undertake your own typing, filing, photocopying etc.
- Undertake any other duties appropriate for the grade and responsibilities of the post that may from time to time be reasonably requested.

- To take ownership of, their Induction, Personal Review Programme, Departmental Staff Meetings and be responsible for carrying out duties with full regard to the rules, policies and procedures and conditions of service contained in the Staff Handbook, and within Departments of the Students' Union.
- A condition of employment is that all staff are expected to assist in key events throughout the year e.g. Freshers' and welcome festivals and any other key event, including elections, if necessary.
- Staff are expected to portray a positive image, both internally and externally of the Students' Union by displaying high standards of service, integrity, punctuality, politeness and professionalism.
- Where you are required to work with volunteers you must support and manage them appropriately in line with the Students' Union volunteer policy
- Environmental consideration and environmental best practice is the responsibility of all Students' Union staff

Any other tasks that would be deemed suitable within this role as directed by line manager

JOB SPECIFICIATION

CRITERIA	Application	Interview
EXPERIENCE		
Demonstrable experience of project leadership	✓	✓
Demonstrable experience of working effectively across departments	✓	✓
Experience of producing effective campaign communications material	✓	✓
ATTRIBUTES AND SKILLS		
The ability to tailor messages for multiple audiences	✓	✓
Excellent verbal and written communication skills	✓	✓
The ability to manage politically sensitive situations	✓	
Able to 'take people with you'		✓
Able to resolve disputes calmly and effectively		✓
Able to devise and implement long-term strategic goals within an organisational context	✓	✓
Basic HMTL and CSS coding skills	✓	✓
IT competent - including basic Photoshop and Indesign skills	✓	✓
VALUES AND ETHICS		
Desire to work within a democratic, student-led environment	✓	✓
Understanding and commitment to equal opportunities		✓