

JOB DESCRIPTION	
Job title:	Internal Communications & PR Manager
Reports to:	Director of Marketing & Communications
Department:	Marketing & Communications
Direct Reports:	None
Indirect Reports:	None
Revision Date:	January 2022
Job Purpose and General Dimensions	
<p>The Students' Association's Marketing and Communications team works to increase engagement with, and sales of, the Association's activities (both on and offline) through the creation and delivery of effective communications, marketing campaigns and initiatives.</p> <p>Reporting to the Director of Marketing & Communications, the Internal Communications & PR Manager has responsibility for all internal communications and external press & PR activity for the organisation's varied activities. These span representation and activism, student activities, awareness and behavioral change campaigns, and commercial activity (e.g. events, retail and hospitality).</p> <p>The role demands a solid understanding of, communications principles, creative flair, and a professional approach to process and deadlines.</p> <p>The post holder must build and maintain positive relationships with many stakeholders, including colleagues, student members, the media and partner organisations.</p> <p>The Internal Communications & PR Manager is required to produce fast and accurate work, undertaken with a keen eye for detail, and work on multiple projects simultaneously.</p>	
Main Duties and Responsibilities	

- Responsibility for developing and delivering innovative and proactive PR campaigns, in collaboration with colleagues, which are strategically created to meet the organisation and project's objectives (including industry awards applications)
- Ensuring productive relationships with the University, mainstream, industry and student media, project partners and others
- Writing press releases and putting together press kits
- Monitoring and reporting on PR activity featuring, or relevant to, the Students' Association
- Responsibility for supporting the Sabbatical Officers (as the organisation's spokespeople) with Press enquiries
- Responsibility for implementing the organisation's new Internal Communications Strategy
- Ownership of the staff Intranet and staff newsletters, and any additional staff communications channels
- Supporting the Senior Management Team and Head of Departments with strategic staff communications
- Contributing to departmental plans and budgets
- Providing guidance and training for other Students' Association staff members and students on communications practices, as required

Communication:

- Ensure that the Director of Marketing and Communications is appraised on a regular basis on all aspects of your work
- Ensure relevant colleagues are kept up to date with communications activity
- Take an active role in regular department meetings and schedule one-to-one meetings where appropriate
- Provide written or verbal reports to management when required
- Ensure regular communication with key media contacts to build and maintain relationships

Standards and Service:

- Ensure the Students' Association's values are prevalent in your attitude and approach to all work, in word and deed
- Ensuring that all on and offline marketing and communications are produced to the highest - fit for purpose - standards and are engaging, relevant and targeted
- Ensuring the Students' Association's brands are maintained, developed and utilised to the benefit of the organisation at all time

Key Relationships

- Director of Marketing and Communications (line manager)
- Marketing and Communications team members
- Internal clients from across the organisation
- Sabbatical Officers
- Mainstream and student media
- University staff
- External creatives and suppliers



Other shared responsibilities/expectations:

- A commitment to the delivery of our Strategic Plan through the implementation of departmental plan activities
- A positive and respectful attitude to all Students' Association staff, its management, the organisation as a whole, and its members, clients and partners
- Adhere to and support our Ethical, Environmental and Health and Safety policies and procedures
- A commitment to training and development
- Any other appropriate duties as required by your line manager or Senior Management

PERSON SPECIFICATION		
Job title:	Internal Communications & PR Manager	
Person Summary		
<p>A skilled communicator – both in person and in writing. A creative and approachable professional, with demonstrable experience of undertaking PR activity for a fast-paced organisation.</p> <p>A person with high expectations of themselves and others, with a passion for detail and the ability to complete projects on time, to a high standard.</p>		
Required Experience	Essential	Desirable
Technical Ability		
Strong organisational and administrative skills and the ability to prioritise and meet tight deadlines	X	
Skilled use of Microsoft Office software including Powerpoint, Excel, Word and Outlook	X	
Ability to work on multiple projects simultaneously whilst ensuring attention to detail	X	
A firm grasp of communication principles	X	
A strong understanding of how to create targeted communications for a range of target audiences	X	
Ability to communicate ideas and viewpoints clearly, concisely and non-confrontationally in person and in writing	X	
Strong creative thinking and problem solving skills	X	
Clear understanding of how to utilise web, social, email and other digital channels for marketing and communications	X	
Excellent copywriting, copy editing and proofreading skills	X	
Experience of implementing an internal communications strategy		X
Personal Skills and Attributes	Essential	Desirable
The ability to demonstrate and engender a positive, helpful and welcoming attitude to fellow staff, members and customers	X	
A commitment to and understanding of ongoing professional development	X	
High personal standards of performance and pride in your work and high expectations of your team and organisation	X	
A willingness to learn new skills as required and undertake appropriate training	X	
Ability to work with integrity and retain sensitive information	X	
Understanding of the Students' Association's work	X	
Shared values and work ethos with the Students' Association	X	
Experience	Essential	Desirable

Experience in a communications role (minimum 2 years)	X	
Experience of writing and distributing press releases and of responding to press enquiries	X	
Experience of securing positive PR for an organisation	X	
Experience of managing e-communications and offline communications to staff, members or customers	X	
Experience of working with website/ intranet content management systems		X
Experience of creating digital media for social and web use		X
Experience of marketing for a not-for-profit or membership organisation		X
Experience of working in a student union		X
Academic Qualifications	Essential	Desirable
Educated to degree level or equivalent	X	
Qualification in marketing, communications or PR		X
Our Principles		
<p>Our Principles guide our strategy, inform our everyday decisions and influence our behaviour, both as an organisation and as individuals representing the Students' Association.</p> <ul style="list-style-type: none"> • Student Led – prioritise work and services that matter to students • Power to Change – be strong representatives, campaigning for students • Diverse student communities – a sense of belonging for all • Open and Helpful – in our communications and interactions • Collaboration – harnessing the benefits of working together • Ethically and Environmentally responsible – conscious of our impact • Social Enterprise – trading, with multiple benefits for our members 		