

Job Description

Job Title:	Interim Head Strategic Communications (12 months)
Ref No:	MKG452
Campus:	Hendon/Hybrid
School/Service:	Marketing
Grade:	9
Salary:	£55,821 - £64,291 per annum inclusive of Outer London Weighting
Period:	Temporary - 12 months (If you are applying internally for a temporary secondment you must discuss this with your line manager before applying)
Reporting to:	Director of Strategic Communications and External Affairs

Reporting to Job Holder: Corporate Events and Engagement Manager, Staff Communications and Engagement Manager, Corporate Communications Officer

Overall Purpose:

The Head of Strategic Communications will be responsible for leading and delivering on the University's strategic communications and content. In close collaboration with the Director of Strategic Communications and Head of External Affairs, the role has responsibility for strategic communications, events that build our reputation, and staff and change communications.

Using their communications expertise, the Head of Strategic Communications ensures that the content and delivery of the University's internal and external communications are considered outstanding by the stakeholders, and that the style, tone and content reflects the strategic priorities and community principles outlined in our 2031 Strategy.

The focus of the role is to continue to raise the profile of the University in a positive way and foster internal pride through a range of communications channels, and by doing that to ensure higher level engagement of internal and external stakeholders and partners in the University's strategy and work in our themes.

The postholder will build strong relationships with the Executive team, Deans and Heads of Service, using expertise to maximize opportunities around key activities and successes and deliver effective communications through a range of channels for a broad group of stakeholders.

Principal duties:

Staff engagement and communications

- Provide oversight and strategic direction to the Staff Communications and Engagement Team
- Responsibility for developing and delivering our staff communications strategy to

professional and academic staff to engage colleagues with the University's vision and strategic priorities, helping to drive staff morale, foster a sense of pride, shared purpose and community through email communication, newsletters, events and intranet content.

- Support the Vice-Chancellor and Executive team to increase their engagement with staff through a programme of events and communications to implement our 2031 Strategy.
- Liaise with international campuses and partners to ensure a global, inclusive approach to internal communications across a range of channels.

Strategic Communications and Content

- Development and implementation of the institutional narrative and story, embedding across channels tailored to stakeholder audiences
- Lead on relevant stakeholder content on and off line to ensure accountability, compliance and good reputation. To include (but not exclusively) Strategy development and dissemination, Annual Statement of Accounts, Annual Review, key reputational areas of the corporate web page
- Provide executive communications for the Vice-Chancellor, University Executive Team and members of the Board of Governors, including leadership, speeches, presentations, strategic correspondence and social media
- Manage and enhance the institutional profile and reputation through key university guides, submissions to relevant awards and external forms of recognition
- Work with the Web and Social teams to maximize exposure of work in our themes and campaigns in the digital sphere – both on our own website, social channels and other influential digital networks to maximize engagement. This includes management of the Vice-Chancellor's social media presence.

Event management and oversight

- Lead and deliver an external stakeholder events strategy that is in line with the University's strategy, managing the events team to provide advice and support for all events.
- Responsibility for the delivery of a calendar of large and specific events, including regular project meetings and project time plans with all stakeholders
- Manage the allocated events budget and produce different budget options and track spending
- Advise and ensure all health and safety, risk management procedures are up to date and adhered to.

Budget management:

- To oversee the planning of Strategic Communications budgets in a way that maximises the

positive impact on the University's strategic aims and staff learning and development.

- Use initiative, creativity and judgment, drawing on specialist/professional experience and expertise, to evaluate alternative solutions to service opportunities and challenges.

Effective team leadership and development:

- To manage team welfare, pastoral and HR issues covered by documented procedures, also setting objectives, motivating team members, being responsible for allocating work, monitoring performance of individuals and achievements of the team, giving feedback and encouragement and ensuring standards are met and enhanced.
- To provide training and guidance to new members in the team.
- To work in close collaboration with the Director of Communications and Head of External Affairs to lead the University's communications and external engagement activity, deputising for these colleagues as needed.

Person Specification

Essential criteria:

- Significant experience of a senior role in PR, internal or external communications at a university or large, complex organisation
- Excellent command of the English language, with experience of working in a role that involves extensive copywriting and editing clear brand led communication pieces for a number of different audiences and using a number of different communication tools
- Good knowledge of web based and digital communications, including social media
- Evidenced ability to think and plan strategically
- Experience of advising and briefing senior leaders
- Proven ability to network and influence at a senior level within an organisation
- Ability to multi-task and maintain focus on key issues whilst working in a busy environment.
- Proven ability to manage projects and budgets
- Good leadership and management skills
- Highly organised with excellent verbal and written presentation skills and able to maintain pressure to complete business critical projects against fixed timescales
- Personal skill to motivate, organise staff and delegate effectively.
- Be educated to degree level or equivalent
- Demonstrable commitment to fairness and the principles of equality and inclusion.

Desirable:

- To have experience of working in an international environment or global higher education.

M U Services Limited

Middlesex University has established a wholly owned subsidiary, MU Services Limited, to provide professional services to the University. Staff of MU Services Limited will work alongside Middlesex University staff and will be employed by MU Services Limited. All University policies and procedures and the University Professional Services Staff Handbook will apply to MU Services Limited staff during their employment, unless where expressly stated otherwise.

Fixed Term Contract

This temporary appointment is for the following allowable reason:

- To provide cover for Head of Strategic Communications who will be on maternity leave. The exact date of termination of this contract will depend on the date of the substantive postholder's return to work.

Therefore, this appointment has a defined end date of 12 months or when the substantive jobholder returns to the job, whichever is soonest.

If you are applying as an internal candidate to do the temporary post as a secondment please discuss this with your line manager first and read our [Secondment Guidelines](#).

Annual Leave: 30 days per annum plus eight Bank Holidays and seven University days taken at Christmas (pro rata for part-time staff) which may need to be taken as time off in lieu.

Flexibility: Please note that given the need for flexibility in order to meet the changing requirements of the University, the duties and location of this post and the role of the post-holder may be changed after consultation. The balance of duties may vary over time and will be reviewed as part of the appraisal process.

No Parking at Hendon campus: There are no parking facilities for new staff joining our Hendon campus, except for Blue Badge holders. If you are applying for a post at our Hendon campus please ensure you can commute without a car.

Information on public transport to Hendon can be found here:

<http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

We offer an interest-free season ticket loan, interest-free motorbike loan, a cycle to work scheme and bicycle and motorbike parking and changing facilities.

We value diversity and strive to create a fairer, more equitable work environment for our staff and students.

We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff diversity networks, campus facilities and services to support staff from different backgrounds.

The postholder should actively follow Middlesex University policies and procedures and maintain an awareness and observation of Fire and Health & Safety Regulations.

What Happens Next?

If you wish to apply for this post please return to the portal and click on Apply Online.

If you wish to discuss the job in further detail please contact Angela Martyn, Director of Strategic Communications and External Affairs a.martyn@mdx.ac.uk

