

## **JOB DESCRIPTION**

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| <b>Job title:</b>                | Internal Communications Officer   |
| <b>Ref no:</b>                   | MKG531  |
| <b>Campus:</b>                   | Hendon  |
| <b>School/Service:</b>           | Student Recruitment, Marketing & Communications   |
| <b>Grade:</b>                    | 6   |
| <b>Salary:</b>                   | £37,357 per annum rising to £42,653 incrementally each year inclusive of Outer London Weighting |
| <b>Hours:</b>                    | 35.5 hours per week, actual daily hours by arrangement  |
| <b>Period:</b>                   | Permanent   |
| <b>Reporting to:</b>             | Internal Communications Manager   |
| <b>Reporting to role holder:</b> | None  |

### **Overall Purpose**

The Internal Communications Officer supports the delivery of high-quality, engaging and inclusive communications that inform, connect and inspire the University's staff community.

Working as part of the Communications team, you will be responsible for developing content, managing internal channels, supporting communications campaigns and ensuring a consistent and professional tone across all internal messaging. You will collaborate closely with colleagues across HR, Estates, Information Technology (IT), Student Services and other functions to ensure internal audiences are kept well-informed and feel part of University life.

This is a varied, hands-on role ideally suited to a strong communicator with excellent writing skills, creative ideas, and an interest in how internal communications can shape culture, build engagement and drive organisational change.

### **Principal Duties**

#### Content creation and copywriting

1. Research, draft and edit high-quality internal content, including staff news stories, feature articles, leadership updates, frequently asked questions (FAQs), intranet pages and email bulletins.
2. Translate complex or technical information (e.g. policy changes, operational updates) into accessible, engaging messaging suitable for a diverse internal audience.
3. Ensure all communications are inclusive, accessible, and aligned with the University's tone of voice, visual identity and messaging.
4. Develop case studies, interviews and user-generated content that highlight positive internal experiences and reflect institutional values.

#### Channel Management

5. Help manage internal communications channels including the staff intranet, digital signage, newsletters, internal social platforms and mass email systems.

6. Upload and maintain content on the intranet using the content management system (CMS), ensuring information is accurate, well-structured and user-friendly.
7. Monitor engagement with content and suggest ways to improve relevance and reach (e.g., timing, format, frequency).
8. Help ensure consistency across all internal channels and identify opportunities to improve integration or effectiveness.

#### Campaigns and Projects

9. Support the planning and delivery of internal communication campaigns around key themes such as organisational change, wellbeing, sustainability, IT or HR projects, and student lifecycle activity.
10. Work with project teams to coordinate campaign timelines, content, and messaging plans.
11. Ensure staff are aware of and engaged with key initiatives and can easily find support or further information.

#### Stakeholder Engagement

12. Work with colleagues in HR, Estates, IT, Equality Diversity & Inclusion (EDI), Student Services and other functions to gather content and support internal engagement needs.
13. Help coordinate internal communications for University-wide events, announcements and leadership briefings.
14. Provide advice and support to faculties and departments on best practice internal communications approaches.
15. Monitor feedback from staff via communication channels and flag trends or concerns to the Internal Communications Manager.

#### Evaluation and Improvement

16. Track performance of internal communications using analytics, surveys or feedback tools, helping inform improvements.
17. Maintain awareness of best practice in internal communications and suggest new formats, tools or approaches.
18. Support research and benchmarking projects related to internal communications and staff engagement.
19. The postholder will carry out any other duties as are within the scope, spirit and purpose of the job as requested by the line manager.
20. The postholder will actively follow Middlesex University policies including Equality & Diversity policies.
21. As duties and responsibilities change, the job description will be reviewed and amended in consultation with the postholder.

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

## PERSON SPECIFICATION

**Job title: Internal Communications Officer**

**Your supporting statement on your application form will be assessed to see how you meet each of the following criteria**

### **SELECTION CRITERIA**

#### Essential

- Experience creating written content for internal or external audiences
- Excellent written and verbal communication skills
- Ability to tailor messages and tone for different audiences and channels
- Strong attention to detail and high standards of accuracy and clarity
- Organised and proactive, with the ability to manage multiple tasks to deadlines
- Good interpersonal skills, with the ability to build relationships across teams
- Understanding of internal communications' role in supporting organisational goals and culture
- Familiarity with digital communication platforms (e.g. intranets, email tools, Microsoft 365)
- Demonstrable commitment to fairness and the principles of equality and inclusion.

#### Desirable

- Experience in an internal communications, engagement or marketing role within a large organization
- Understanding of the UK higher education sector
- Experience with content management systems (e.g. SharePoint) and internal email or newsletter tools
- Basic design, photography or video-editing skills
- Awareness of employee engagement and internal branding principles

## **Terms and Conditions**

### **Diversity**

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.

### **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.

### **MU 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. All University professional services staff job descriptions, policies and procedures and the University Professional Services Staff Handbook will apply to both Middlesex University staff and MU Services Limited staff during their employment, unless where expressly stated otherwise. Staff will remain with their current employer, unless they move to an academic or academic related role.

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.

### **Travel to Hendon Campus**

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.

### **Public Transport**

Our Hendon Campus is well served by public transport with buses, London Underground and British Rail services all within a short walk of the campus. You can get detailed journey information from TfL ([www.tfl.gov.uk](http://www.tfl.gov.uk)) and have a look at our directions and location map to help plan your travel: <http://www.mdx.ac.uk/aboutus/Location/hendon/directions/index.aspx>

### **Parking**

There are currently Regular Parking Permits and Pre-Paid Parking options available to new joiners. Further details are available on the Travel and Transport page on the staff intranet. Please note if the number of applications becomes oversubscribed these parking options could be withdrawn at any point.

### **Parking for Disabled Staff**

Staff and visitors with their own current blue badge have access to free parking on campus. All blue badge holders should present a copy of their blue badge to the security

office in the Quad. Holders will be given car park access up to the date of expiry of their blue badge.

**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 Zuzana Oswaldova, Internal Communications Manager, by email on: [z.oswaldova@mdx.ac.uk](mailto:z.oswaldova@mdx.ac.uk).