Corporate communications manager

Role brief

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<tr>
<th>Directorate</th>
<th>Marketing and communications</th>
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<td>Base location</td>
<td>Bristol</td>
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<td>Grade</td>
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<td>Date</td>
<td>January 2016</td>
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<td>Reports to</td>
<td>Director Jisc group communications</td>
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<td>Responsible for</td>
<td>Media relations manager; internal communications and engagement manager</td>
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1. Background

This is a new role in the marketing and communications directorate.

The directorate is charged with designing and delivering a cohesive customer experience strategy and organisational approach that reflects a deep understanding of our customers’ needs. It also delivers a joined up engagement programme that informs and drives all Jisc’s operational and strategic priorities – moving Jisc increasingly from a ‘product’ organisation to a ‘solution’ organisation.

All parts of the directorate will champion the customer throughout the engagement life cycle (forging lasting relationships) and enabling them to get best value from us. The directorate will integrate and direct all “front of house” activity so that Jisc services are more accessible and it is easy to work with us as preferred partners. It will ensure that our supporting infrastructure is modern, innovative and effective and that, in this context, our customer engagement working practices are cohesive and leading edge. Furthermore it will ensure and support all this activity with excellent PR, effective internal and external communications, public affairs and the development of a strong and positive overall Jisc identity and brand.

2. Purpose and scope

This is a newly created role in an expanding team. Reporting to the director, Jisc group communications, the post holder will oversee the work of the Jisc media relations function and the internal communications team.

The prime purpose is to maintain and enhance Jisc’s reputation, and to play a key role in the continuing transformation of Jisc. Working with the director, Jisc group communications, the post holder will develop internal and external communications plans to build and maintain Jisc’s reputation among key audiences. The post holder will work closely with the director, Jisc group communications and colleagues in public affairs and social media to create a fully joined up ‘one team’ approach to all communications.

Working with a small team of media relations and internal communications colleagues you will produce high quality and engaging corporate communications content across multiple channels and for a variety of internal and external audiences. The post holder will build and maintain excellent contacts across the media, industry and stakeholders. The corporate communications manager will deputise for the director, Jisc group communications as necessary, and will represent the organisations at events and other public forums as required.

The corporate communications manager will sit in the marketing and communications area and the director, Jisc group communications, will hold the formal reporting line.
3. Key accountabilities and role outputs

Responsibilities will be expected to be developed and finalised over time and will include, but will not be restricted to:

» Deputising for director, Jisc group communications

» Leading and managing the internal communications and media relations teams

» Assisting with the design and development of a media relations strategy that promotes, protects and builds on Jisc’s reputation and ensures alignment with Jisc’s strategies and priorities

» Developing an internal communication plan to drive engagement, alignment and understanding of Jisc’s strategy and priorities

» Protecting the Jisc brand

» Creating a positive media profile and positioning

» Building strong working relationships with other internal teams and individuals and providing communications consultancy advice to all directorates

» Ensuring efficient and effective use of communications channels, reviewing and updating to meet audience requirements

» Imbedding stakeholder relations and engagement into the communications team’s work

» Working closely with retained PR agency and freelancers

» Acting as a spokesperson for Jisc, providing guidance to the press office team, ensuring Jisc spokespeople have appropriate media training

» Managing our issues and crisis management planning and being part of an out of hours rot

4. Skills, knowledge and experience

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<th>Essential</th>
<th>Desirable</th>
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| **Qualifications** | • Educated to degree level or with a significant wealth of experience  
• Hold, or be working towards, a recognised communication qualification  
• CIPR membership or Institute of Internal Communications or appropriate professional body |
| **Experience** | • Significantly relevant experience including having previously held a senior communications position  
• Experience of operating at strategic level in large and complex organisations  
• Experience handling major corporate affairs  
• Ideally experience specialising within corporate/ internal communications  
• Experience of working in HE / FE or public sector  
• Experience of working in a multi-site organisation |
**Background working at a senior level within media, internal communications or public relations environment**
- Previous awareness and expertise in corporate responsibility
- Experience with copywriting and editing for marketing campaigns
- Experience in dealing with media contacts and PR agencies
- Demonstrable management experience leading communication teams

**Knowledge**
- Excellent understanding of best practice and digital communications
- An understanding of Jisc and its customers

**Skills**
- Strong stakeholder management and networking skills, motivational writing, planning and organisational skills, and a creative and innovative approach
- Excellent attention to detail
- Ability to work independently as well as part of a team
- Strong organisational and time management skills with ability to manage multiple projects and set priorities
- Excellent oral and written communication skills, ability to communicate complex information accurately

### 5. Key contacts

- Director Jisc group communications
- Media relations manager
- Press office team
- Communications team
- PR agencies
- Executive leadership team

**IMPORTANT ADDITIONAL INFORMATION**

The director Jisc group communications will discuss all elements of the role brief with the appointee on appointment and after six months, recognising that some elements may need changing.

The above is provided for guidance, is not contractual, and is not an exhaustive list of all accountabilities that the post holder may have.