

Job Description

Internal Communications Manager

Position Overview

Department	Marketing
Location	London, Devon House (St Katherines Dock) /Hybrid 2 days on campus (occasionally 3 days)
Term	Full-time
Salary	£40,000 to £45,000 dependent on experience
Benefits	Generous benefits package including 25 days holiday allowance (excl. Bank holidays), group life assurance, group income protection, pension schemes and private healthcare (optional)
Reports to	Senior Director of London Campus Marketing & Network Marketing Operations
Start date	ASAP

This exciting new role has been created to support the university's senior team in the development and delivery of our internal communications and engagement strategy. It provides an opportunity for an experienced professional to lead the strategy development, project planning and delivery of our internal communications for a rapidly growing and dynamic university.

You'll develop internal communications plans that keep our students, staff and other on-campus audiences engaged and informed on key plans, developments, events and regular updates, and ultimately be proud of what we are collectively achieving.

You'll create, deliver and evaluate engaging and inspirational content, working collaboratively with colleagues in London and our global campus to ensure brand and message consistency, aligned to our corporate mission, values and strategic priorities.

Reporting to the Senior Director of London Campus Marketing & Network Marketing Operations, you will thrive working in cross-functional and matrix teams with stakeholders at all levels. Harnessing the diverse perspectives, cultures and contexts across the organisation, you'll deliver internal communications solutions that ensure our campus community is fully engaged and informed. Your strong interpersonal, communication, listening and influencing skills will be essential to success.

About the University

Founded in 2012, Northeastern University London (formerly known as New College of the Humanities) has established itself as a prestigious higher education institution

based in the heart of London. Northeastern University London is part of Northeastern University's Global Campus Network. Positioned as top ranking in the USA, Northeastern has campuses in Arlington, Boston, Charlotte, Miami, Oakland, San Jose, and Seattle in the USA, and Toronto and Vancouver in Canada.

After becoming part of Northeastern University's global network in early 2019, the University has undergone a period of rapid growth, having been granted Taught Degree Awarding Powers in February 2020 and moved to a new, state-of-the-art campus in 2021. Northeastern University London offers a vibrant, collegiate community delivering broad and academically rigorous degree programmes, designed to equip graduates with the combination of skills and knowledge that are increasingly desired by organisations, employers, and society. It offers state of the art audio visual technology in its teaching and meeting spaces across the organisation.

Duties and responsibilities

- Support the university's leadership team in developing the internal communications strategy, ensuring a proactive and coordinated approach to communications and engagement with internal audiences
- Provide professional guidance and support to senior colleagues across the university in developing key messages and delivering effective internal communications and engagement
- Draft messages or scripts with senior managers for presentation to internal audiences in written or spoken form
- Plan, deliver and evaluate a broad range of internal communications activities and projects to maximise engagement with current students, alumni, staff and other internal audiences based on the university's campus
- Manage the production and distribution of internal communications to engage and inform different internal audiences, utilising the most appropriate channels, and ensuring content is relevant, timely, accessible and tailored to each audience
- Create, manage and share an internal communications calendar to ensure collaboration and coordination across university teams and departments
- Produce and distribute a range of e-newsletters to different internal audiences, working in partnership with colleagues across the university to source relevant information and create meaningful and engaging audience-centric content
- Ensure communications and key messages are aligned internally and externally, at both London campus and global campus network levels
- Support the marketing team in the production of student experience content, including student and alumni case studies, testimonials, photography and video
- Manage the creative development and production of brand assets, templates and materials to support internal events and promotional activity, working with internal stakeholders to define requirements and ensure outcomes are on brief, budget, and brand
- Manage the measurement, analysis and reporting of internal communications activities, delivering monthly updates to key stakeholders on progress and outcomes
- Keep up to date with emerging internal communications practices to constantly improve the University's approach and capabilities
- Any other ad hoc projects and tasks commensurate with the role

Skills, knowledge & experience

- Degree or similar (e.g. CIPR, CIM), preferably in a communications, PR or marketing related field (Essential)
- Experience of managing and delivering internal communications strategies and plans for a complex organisation and within a brand framework (Essential)
- Experience of aligning internal communications and key messages to organisational values and strategic priorities ((Essential)
- Experience of adapting complex information and creating relevant, engaging and digestible content tailored to the needs of different audiences (Essential)
- Experience of working with senior colleagues from varied disciplines to advise on effective internal communications and engagement approaches (Essential)
- Demonstrable hands-on experience of managing a range of internal communications channels for multiple audiences, including e-newsletter production and distribution, intranet content, internal publication creation, as well as in-person and online engagement events (Essential)
- Highly developed copywriting, editing, proofreading and storytelling capabilities, with the ability to develop compelling and succinct content, tailored to audience and channel (Essential)
- The ability to develop and nurture effective relationships with stakeholder at all levels (Essential)
- Creative thinker with the ability to develop innovative communication strategies (Essential)
- Well-developed problem-solving skills, using initiative and judgement in complex situations (Essential)
- Strong planning capabilities, with the ability to prioritise and work to deadlines (Essential)
- Excellent verbal, written and presentation skills (Essential)
- Experience of reviewing internal communications performance and adjusting approaches to optimise engagement and effectiveness (Desired)
- Knowledge of best practice in employee and student engagement, change management and business planning communications (Desired)
- Understanding of the UK higher education sector (Desired)
- Understanding of regulations that affect communications in the Higher Education sector (Desired)

Additional Information

Enquiries

Informal enquiries may be made to Elizabeth O'Connell- Senior Director of London Campus Marketing & Network Marketing Operations (elizabeth.oconnell@nulondon.ac.uk). However, all applications must be made in accordance with the application process specified.

Application Process

Applications should be made via this [link](#) by 23:59 on 8 September 2024. Please reference your application ICM0824. Participation in the equal opportunities section is encouraged, but voluntary.

Applications must include a covering letter of no more than one page that addresses the



criteria for the role (including teaching and research where appropriate) and a full curriculum vitae.

Interviews are expected to commence w/c 9 September 2024.

Please note this role may require a basic or enhanced DBS check. Our organisation acknowledges the duty of care to safeguard, protect and promote the welfare of our students and staff, and is committed to ensuring safeguarding practice reflects statutory responsibilities, government guidance and complies with best practice and Ofsted requirements. You must adhere to the above if you are offered a role with NU London.

Applications are welcome from all sections of the community and will be judged on merit alone. We welcome applications from underrepresented groups. Candidates must be able to demonstrate their eligibility to work in the UK in accordance with the Immigration, Asylum and Nationality Act 2006.

This post is eligible Skilled Worker Visa Sponsorship.