

Director of Communications

Job Reference:	
Department:	Communications Department
Grade/ Salary:	Competitive
Contract Type:	Permanent
Hours:	Full time
Location:	New Cross, London

Closing date for applications: **Friday 1st November 2019**

Interviews: **Friday 15th November 2019**

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.



Passionate about advancing equality
and celebrating diversity.
Together, we are different



Together
we are different

Communications Department
Director of Communications

Goldsmiths

Goldsmiths, University of London, is proud of its reputation for innovative and challenging thinking across its wide range of disciplines. Goldsmiths' Strategic Plan for the next 5 years was agreed by its Council in January 2018 (<https://www.gold.ac.uk/strategy/>) and sets out an ambitious vision to shape our portfolio of academic programmes and research, respond to the full range of students' needs and expectations, equip graduates with the skills and flexibility to make a difference to the world around them and support research that addresses local, national and global challenges.

Goldsmiths staff are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student and staff experience. For our Professional Services team, we are looking for motivated and talented people to work with administrative and academic colleagues and the Students' Union to serve the College to the highest possible standards and ensure it has the support structures and systems in place to thrive.

The Department

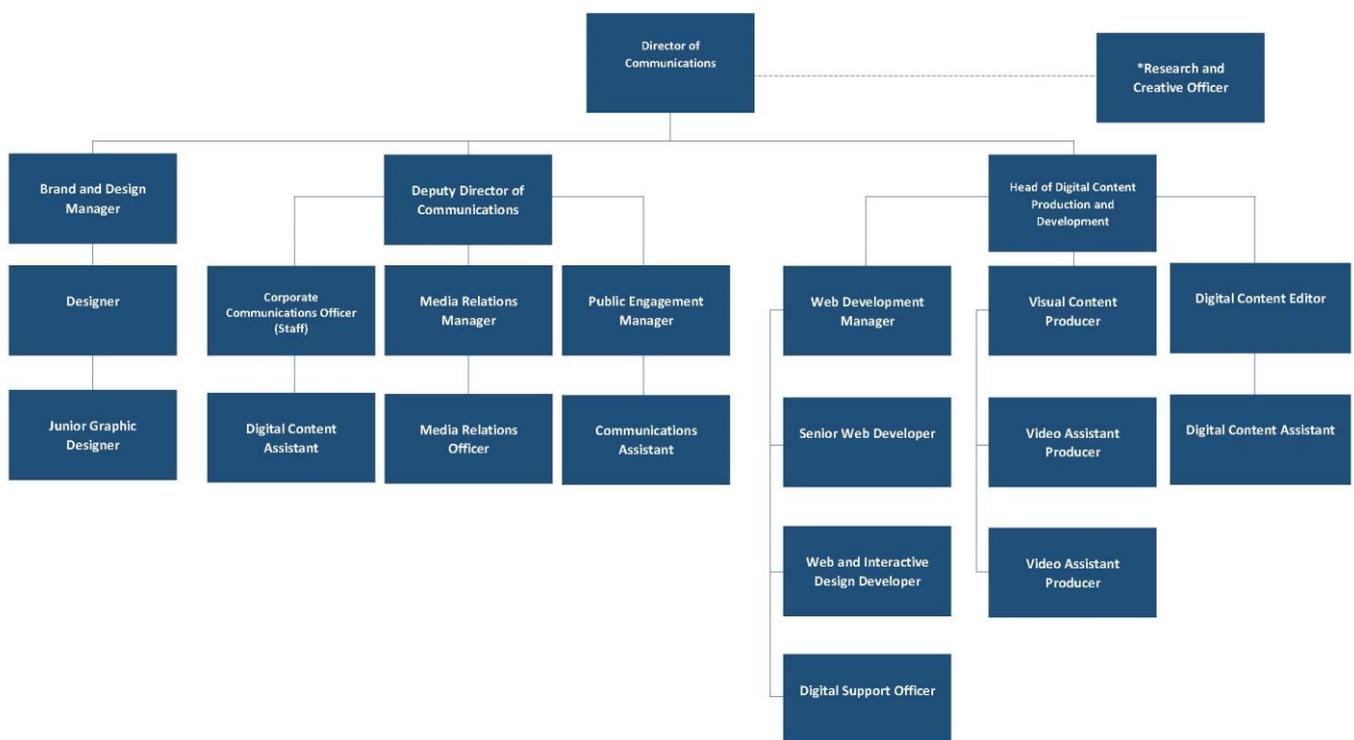
The Communications Directorate plays a central role in telling the Goldsmiths story to our key audiences.

The team covers Internal Communications (staff), Media Relations, Brand (including design), Campaigns and Digital (website, video and social media). Staff are encouraged to be ambitious, committed to the learning and development of themselves and others, keen to work across conventional boundaries, and driven by the desire to play their part in the delivery of an excellent student, staff and external audience experience.

The team works in close partnership with a number of our departments who lead their own direct marketing to their audiences, particularly the Student Engagement Team, Student Recruitment Team and the Alumni and Development Team.

They effectively support the needs of the academic departments, as well as the professional services, in their local communication strategies and technologies, and ensure that the means of open communication is a central asset available right across the College.

COMMUNICATIONS



*Role located in the Wardens Office on day-to-day basis

Job description

Reporting to: Registrar and Secretary.

Summary:

Goldsmiths is an outstandingly successful academic institution - the UK's leading creative University. In an increasingly competitive environment, it is vital that our communications, tactical and strategic, reflect the heritage and successes of our

institution and the benefits that come from a relationship with us, whether as a student or partner.

Reporting to the Registrar and Secretary, and working closely with the Warden, the Director of Communications will take overall responsibility for the organisation's brand and narrative – ensuring that all our activity reflects our core mission, vision and values as expressed in our strategic plan. The role holder will be accountable for the successful delivery of all elements of communications – website, publications, media relations and communications to key stakeholders and protect and enhance Goldsmiths reputation with our key audiences by ensuring strategic, professional communications and clear messaging across all channels. The role holder will work with colleagues from across the College to ensure a seamless service is delivered across historical and notional boundaries.

An experienced leader and motivator, you will have a record of successfully inspiring and leading a team to deliver a wide range of communications activity, an ability to lead strategically on all matters relating to communications and brand, with a record of seeking out and successfully implementing new ways of communicating, a commitment to efficiency and exemplary service design and delivery.

General duties:

- To be a member of the Professional Services senior team, contributing to the development of strategies to support the student, staff and customer experience;
- To be a key advisor to the Senior Management Team on all aspects of Communications;
- To deputise for the Registrar and Secretary on related aspects of the role;
- To work supportively and collaboratively with senior colleagues across the College to ensure the effective delivery of the Strategic Plan and ad hoc projects and disseminate best practice in relation to effective processes including the use of appropriate technology.
- To attend or be a member of committees of the College as required - in order to provide specialist input and knowledge of current developments and external policies that assist in the strategic planning and operation of the College;

- To convene and lead internal networks which support the development of specific services and projects.
- To take a strategic lead on major College wide projects or initiatives, and be a project lead on ad hoc projects, as and when required.
- To represent Goldsmiths on appropriate external bodies and be an active member of relevant professional networks, to ensure influence over key agendas, enhance reputation, contribute to maintaining the profile of Goldsmiths and share and learn from best practice across the sector;
- To provide professional and strategic leadership to the staff in the Directorate and to ensure that effective recruitment, induction, support, development and training procedures are in place to enable staff to fulfil their potential and meet best practice in their professional areas;
- To carry out Performance Development Reviews of line-managed staff, and ensure that these are also conducted for all, ensuring that all staff understand their contribution to the Strategic Plan so that they are able to develop their skills and improve their performance;
- To engage with the College's commitment to equality and diversity and mission to further social justice, understanding, inclusivity and opportunity through education.
- To manage budgets appropriately and to ensure value for money in all business decisions.

Specific duties

- To be responsible for the College's internal and external communications strategies, external relations management, PR and monitoring our public impact.
- To advise the Registrar and Secretary, the Warden and members of the SMT, on matters pertaining to brand management, reputational promotion and risk, and institutional messaging and communications.
- To build a strong public profile for Goldsmiths, University of London by developing and delivering a comprehensive communications strategy to support the College's strategic plan and corporate objectives.
- To oversee the work of the Communications Team through a period of internal and external change, including changing priorities, personnel, audiences and working

practices, and to give effective leadership and direction to that team, to ensure best practice.

- To develop the reputation of the Communications Team as a trusted authority on all internal and external communications matters and increase awareness amongst colleagues of the importance of communications by providing professional, expert and timely advice, and tools such as training and guidance.
- To protect and enhance the College's reputation by effective brand management by leading activity around crisis communications and ensuring that effective spokespersons are available for the College at a time of crisis and for key projects.
- To provide strategic direction, leadership and oversight for the following areas in line with the College's communications strategy:
 - Strategic and targeted engagement with regional, national and international and specialist media to secure positive and effective coverage of the College and its activity.
 - An inspiring internal communications programme aimed at staff and students, which fosters collegiality and pride in the Goldsmiths brand.
 - The production of engaging and well written content in multiple formats, including print, film and electronic, that meet high editorial and design standards and present a compelling, impactful and positive image of the College to key target audiences.
 - Lead the continued development of the College's digital presence, including social media channels and the website, and the intranet for staff.
 - Manage and develop the College's brand (messaging and visual identity) to ensure a compelling and consistent image of the College is presented to all stakeholders.
 - Lead brand marketing activity to build brand awareness of the College across the Education and key industry sectors, and with key stakeholders through PR, media relations and above the line, digital and direct marketing.
- To ensure effective liaison with colleagues in Student Recruitment and Engagement on the delivery of student recruitment and engagement activity to ensure communications are of a high quality and encapsulate our key messages.
- To demonstrate effective, strategic networking skills to develop relationships with key stakeholders in the sector, such as the University of London, the Research Councils

and Universities UK and other networks, including political networks, as opportunities arise.

- To be accountable for the effectiveness of the Communications Strategy and Key Performance Indicators to drive continuous improvement and ensure activity meets the needs of key audiences.
- In addition you will be required to undertake any other duties as may reasonably be required;
- At all times to carry out your responsibilities with due regard to the College’s Code on Equality and Diversity and the Discrimination, Bullying and Harassment policy;
- At all times to help maintain a safe working environment by attending training as necessary and following the College’s Health and Safety Codes of Practice and Policy.

Person Specification

Detailed below are the types of qualifications, experience, skills and knowledge which are required of the post holder. Selection will be made upon evidence of best-fit with this criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application you meet the essential criteria categorised below, you will not be invited to interview. The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form **C = Certificate**
I = Interview **R = Reference**
T = Test **P = Presentation**

	Category
Essential Criteria 1 - Qualifications	
At least a first degree or equivalent professional qualification	A, C, I

Essential Criteria 2 - Experience	
A proven track record of working in communications at a senior level, devising and delivering communications plans incorporating Press and PR, Internal Communications and Web and Digital	A, I, P, R
Extensive experience and demonstrable achievements in :	
a) Leading and motivating a team during a time of change	A, I, P, R
b) Managing communications in a complex organisation with many internal and external stakeholders	A, I, P, R
c) Managing the media relations strategy for an organisation, including managing the media at a time of crisis and acting as a spokesperson	A, I, P, R
d) Developing effective communications strategies aimed at a range of internal and external stakeholders, using multiple channels	A, I, P, R
e) Delivering of an internal communications strategy to raise awareness of strategic aims and enhance pride in organisation's brand	A, I, P, R
f) Undertaking a review of an organisation's communications outputs, such as websites, printed materials and digital content, leading to increased efficiency and impact.	A, I, P, R
Proven experience of handling change management communications	A, I, P, R
Experience of delivering brand awareness activity, including above the line, digital and direct marketing.	A, I, P, R
A proven track record of devising and implementing systems for evaluating the effectiveness of communications	A, I, P, R
Effective team-leading across multi-disciplinary projects, and of working collegially with colleagues across formal boundaries	A, I, P, R
Essential Criteria 3 – Knowledge	
Knowledge of new and emerging platforms for engagement with target audiences, particularly younger audiences	A, I, P
Desirable Criteria 3 - Knowledge	
Understanding of marketing and communications in Higher Education	A, I, P

Essential Criteria 4 - Skills	
Ability to build constructive relationships with colleagues, stakeholders and student bodies and motivate people in order to achieve defined objectives, irrespective of formal line management structures	A, I, P
Strong interpersonal and influencing skills with the ability to create and sustain networks within and outside higher education	A, I, P
An excellent and persuasive communicator, including written skills, confident public speaking and presentation skills and the ability to gain the respect of colleagues at all levels.	A, I, P
Demonstrable experience of budget planning, working with restricted resources, and forecasting and managing actual expenditure within a strict framework	A, I, P
Demonstrable project-management skills	A, I, P
Strong strategic and operational corporate communications planning skills	A, I, P
Additional Attributes	
A proven ability to deal with a varied and complex workload, including the ability to organise your own workload, prioritising a variety of tasks while working under pressure and to strict deadlines.	A, I, P
A self-starter with high levels of personal self-motivation, a flexible approach to work and a receptive approach to change	A, I, P
A commitment to your own professional development and that of others	A, I, P

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on the first day of appointment.

For more information about the role, please contact the office of the Registrar & Secretary, tel: 0207 919 7921, e-mail: executiveoffice@gold.ac.uk.

October 2019

Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with a comprehensive and innovative staff development programme.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- Membership of USS or LPFA pension scheme
- Access to exclusive discounts, including high street retailers
- Maternity, paternity and adoption leave and pay and tax efficient childcare voucher scheme
- Contractual sick pay provision
- Free eye tests
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#) and [gym](#)
- Access to [University of London facilities](#) such as Senate House Library

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about.

We can supply information in alternative formats for people with a visual impairment or dyslexia. For this please contact hr@gold.ac.uk, or visit www.gold.ac.uk/hr.

Thank you for your interest in working with us, we wish you all the best with your application.