

Business Partner (Communications)

Job Reference:	
Department:	Communications, Marketing and Recruitment (CMR)
Grade/ Salary:	Grade 6, £34,919 - £37,817
Contract Type:	Permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

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.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Goldsmiths is committed to creating an inclusive and accessible working environment for all staff. If you would like to access confidential advice or guidance in relation to workplace reasonable adjustments, adjustments to the recruitment or selection process, or flexible working arrangements please contact HR@gold.ac.uk.



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



Together
we are different

Communications, Marketing and Recruitment Directorate

The Communications, Marketing and Recruitment (CMR) team plays a central role in telling the Goldsmiths story to our key audiences. Our CMR Strategy is aligned to four institutional objectives (a distinctive academic portfolio and approach to teaching and learning; research engaged in real world problems; promoting Goldsmiths as a cultural hub; and preparing students for the future job market).

The team covers internal communications, media relations, strategic communications, brand and design, digital (website, video and social media), marketing, business partnering, and UK and International recruitment. Colleagues 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, colleague and external audience experience.

Job description

Reporting to: Business Partner Manager

Reports: none

Summary:

This role sits within the CMR Business Partner team that ensures academic departments and professional service teams are supported by experts who understand their needs and priorities. The Business Partners are at the centre of our delivery and work with colleagues from across Goldsmiths. With the support of the Business Partner Manager, they are responsible for providing evidence-based outputs that meet the audience's needs, are aligned to the CMR strategy and business needs, and represent value in terms of time/effort against reach.

Our Business Partners are aligned to areas within CMR. This role focuses on communications content (including web, social media, email) for external audiences talking about the work of the institution (research, teaching, student success, events, business partnerships, civic mission). However, there will be cross-over with other Business Partners and CMR teams who work on Events, Student Recruitment and Strategic Communications.

The Communication Business Partners help colleagues with their communications needs and produce content for our platforms that will reach the required audience.

They ensure our platforms reflect the Communications, Marketing and Recruitment strategy.

Main duties

- Take the day-to-day communications requests (for example promote an event) and schedule them on our relevant communication channels (website, social media, newsletters etc), either taking the copy/assets from the requester or producing original copy/assets
- Run small communications projects and deliver communications plans/content to support projects with an eye for detail, ensuring that engaging, rich media content is delivered on time and on budget
- Where appropriate, co-own channels for departments (social media, newsletters) to ensure they feature consistent, high-quality content
- Update our website with requested content changes from across Goldsmiths
- Act as an expert and champion within a centralised CMR Business Partner team for academic departments and professional service teams
- Monitor and triage incoming project commissions, day-to-day requests and enquiries through commissioning forms and emails. Where appropriate, direct people to self-service resources, provide advice, action requests, forward to other CMR teams, or put them into our commissioning process
- Work with the Business Partner Manager to assess requests before working on them, using the CMR strategy as a guide to ensure they are relevant to audience needs. Time and effort must also be considered against the value
- Get to know key colleagues and understand their priorities and needs. Leveraging experience, help colleagues frame the outcomes they are after and create communications solutions that deliver
- Using expertise and our protocols and processes to deliver an evidenced-based, outcomes-focused support including content across all areas of practice including features, blog posts, newsletters, social media and web content (including accessibility checks)
- Work collaboratively with others in CMR to utilise their skills (design, video, social, marketing, media relations) on Business Partner projects. And work collaboratively on larger projects owned by others

- Work collaboratively with others in Student Facing Services and the Alumni and Development Office
- Work with the Research, Enterprise and Civic teams on a joined-up approach to communicating about the work done in their areas
- Work with the Business Partner Manager to update protocols, processes and self-help information based on regular reviews of activities
- Support and assist the other Business Partners (Events, Student Marketing and Student Recruitment) with their activities as directed by them and the Business Partner Manager
- Spot story opportunities that can be shared and socialised within our community or with external stakeholders
- Ensure communications activity has objectives, is planned within our methodology and visible on our CMR planners and content calendars

General duties

- Play an active role within the CMR Directorate, acting as role-model and champion for business partnering and planned, integrated communications
- Undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy
- On occasion, to represent Goldsmiths at events. This will require working occasional weekend and evening events

Person Specification

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application that you meet the essential criteria categorised below, you will not be short-listed for interview. The Desirable criteria sections show attributes that 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

Criteria	Category
Essential Criteria 1 - Qualifications	
Degree or equivalent relevant experience	A
Desirable Criteria 1 - Qualifications	
Professional practice certification – CIPR, CIM, PRCA	A
Relevant professional practice qualifications	A
Essential Criteria 2 - Experience	
Demonstrable experience in communications, marketing or allied professions	A, I
Handling stakeholders with competing demands or difficult issues in a tactful and diplomatic manner	A, I
Experience of creating multi-channel communications plans for different audiences	A, I
Producing rich media content using the different formats provided by social media platforms	A, I
News story, case study, blog post writing, including subbing content provided by others	A, I, T
Email newsletter content creation and production	A, I
Planning and delivering a content calendar using content from multiple sources	A, I
Use of website Content Management Systems (CMS) and social media management tools	A, I
Image processing in an application like Photoshop	A, I
Desirable Criteria 2 - Experience	
Working in an agency client support or business partnering role	A
Developing and working to a style guide	A
Producing graphics for the social media story format	A
Website content creation, including writing for the web, content design, and information architecture	A

Essential Criteria 3 – Knowledge	
Communications planning, content production and approvals processes	A, I
Knowledge of best practice in social media, how audiences use it and how it is developing	A, I
Understanding audience needs and identifying evidence-based solutions	A, I
How to use simple metrics to evaluate communications success	A, I
Desirable Criteria 3 - Knowledge	
How to approach posting content at times of institutional scrutiny	A
Website accessibility standards and an understanding of how people who use assistive technology navigate the web	A, I
Essential Criteria 4 - Skills	
Excellent verbal communication and interpersonal skills in order to build and manage effective relationships with both internal and external stakeholders	A, I
Ability to write clear, concise, accessible and accurate copy	A, I, T
Creative thinking, including finding new ways to present information to audiences	A, I
Highly accurate subediting and proofreading skills. Excellent standards of English	A, I, T
Ability to manage multiple projects with competing deadlines	A, I
Using content calendar, workflow management and approvals management tools	A, I
Desirable Criteria 4 - Skills	
Photography using a DSLR camera	A
Essential Criteria 5 - Other	
Experience of proactively advancing equality for diverse student and / or staff communities (for example, people of colour, disabled people, people of diverse faith backgrounds, LGBTQ+ people and other marginalised groups)	A

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 Andrew Barron, e-mail a.barron@gold.ac.uk

June, 2022

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

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, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- 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

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