



## **JOB DESCRIPTION**

<b>JOB TITLE:</b>	<b>HEAD OF COMMUNICATIONS &amp; ENGAGEMENT</b>
<b>RESPONSIBLE TO:</b>	CEO
<b>RESPONSIBLE FOR:</b>	Departmental staff & resources
<b>SALARY:</b>	AberSU Manager grade
<b>HOURS:</b>	Full-time, annualised hours, to be worked flexibly in negotiation with line manager.
<b>DATE OF WRITING:</b>	31 <sup>st</sup> August 2016

### **PURPOSE OF ROLE**

To oversee the management, delivery and development of AberSU's Communications and engagement activity. To ensure that AberSU's members and stakeholders are aware of, engaged with, and understand the value of the services, activities and opportunities available to them and the positive impacts achieved for them, through and by Aber SU as a membership organisation.

To be a proactive member of the AberSU Leadership Team, contributing to developing and achieving organisation wide objectives and strategy within budget.

### **DUTIES AND RESPONSIBILITIES**

#### **1. Leadership & Management**

- To be a proactive, supportive and responsible member of the AberSU Leadership Team.
- To support the CEO and Leadership Team in the development, delivery, monitoring and evaluation of long term organisational strategy.
- To commit the resources of this department to advancing the collective purpose and strategy of AberSU.
- To provide effective management of the staff resources of the department, including supporting, empowering and challenging staff to succeed within budget.

- To commit to the development of the department staff to promote excellence in staff impact and achievement.
- To apply the AberSU HR and staff management policies consistently and effectively
- To support Officers and Representatives to do a great job of representing and influencing for AberSU's members
- To work with other managers, departments and partners to advance the collective goals of the SU
- To encourage and promote partnership working between staff, departments and organisations to achieve mutually beneficial objectives
- To effectively and responsibly manage the budgets and resources designated for use by this department.

## **2. Communications**

- To take a lead role in developing effective communications channels between AberSU and stakeholders, primarily the membership.
- To take a lead on the development and implementation of a communications strategy, linked to achieving the goals of the AberSU strategy.
- To act as an internal communications consultant for the AberSU departments and services, advising on effective and efficient communications tools and activities to achieve their objectives.
- To support the breadth of AberSU departments and services to make valuable use of the variety of communications channels available to meet their objectives.
- To provide a route to professional design services for AberSU communications purposes.
- To be responsible for the consistent application and protection of AberSU brand guidelines.
- To review and advise the CEO and Trustees on the AberSU brand proposition considering alignment with the objectives of the strategy
- To exploit digital technology to aid effective communications, including the development and maintenance of an effective web presence.
- To ensure communications plans/schedules are prepared with or for Aber SU events and activities department to ensure timely and effective communications and promotions to promote maximum awareness and value for members.
- To promote bilingualism as core value, ensuring all organisational communications are delivered bilingually, providing routes to translating as required.
- Working with the Student Support & Representation Manager, ensure AberSU's compliance with Data Protection policy and legislation.

## **3. Engagement**

- To promote a sense of community, encouraging members and stakeholders to consider themselves active participants in our Aber student community.
- To promote 2-way communications with members and stakeholders to generate discussion and debate to advance AberSU's quality, policies and impacts for students.

- To take a lead role in the planning of the annually recurring major engagement events, such as the induction/freshers period, working effectively with other managers/departments to meet their needs and objectives.
- To manage the organisational tone of voice to be welcoming to member input, scrutiny and challenge.
- To promote and engage partnership working as a route to additional resource and impact, particularly with AU marketing and communications staff.
- To develop mechanisms to segment and target members and stakeholders to provide information that is relevant and valuable to demographic and behavioural interests.
- To ensure effective research and insight activity places AberSU as the expert on our members' wants and needs, to inform AberSU policies and strategies.
- To support Officers and Representatives to understand key research outputs so they may raise effective, well-evidenced representations and interventions for members.
- To ensure that AberSU reports its achievements and impacts for members to relevant stakeholders at least annually, with consideration to the value of real-time reporting of key achievements.
- To promote student engagement with relevant local, regional and national services and organisations of interest and value to members, raising income and meeting income targets from such activity as appropriate.

#### **4. Other Duties:**

- To attend meetings, conferences and training events that may support the effective achievement of the above tasks, and which may promote AberSU's interests, locally, regionally and nationally.
- To positively promote and uphold the values and policies of AberSU.
- To be an advocate for AberSU and our work, locally, regionally and nationally as opportunities arise.
- To work within the terms of the governing documents of the Union, principally the Constitution.
- To contribute to Students' Union publications and informational materials.
- To uphold reasonable expectations regarding health and safety, data protection and other relevant regulations and legislation as appropriate.
- To assist in key Students' Union events throughout the year including Welcome Week & Elections
- Have a flexible approach to duties and work and, in particular, adopt a teamwork style with departments and activities across the Union. This may involve undertaking duties in support of the activities and services of other departments
- Environmental consideration and environmental best practice is the responsibility of all Students' Union staff
- To contribute to Union projects and participate in working groups
- To demonstrate Students' Union behaviours & standards in daily working life

#### **CHANGES TO JOB DESCRIPTION**

This job description may be subject to modification or amendment at any time following consultation with the post holder.

*This job description is not intended to be an exhaustive list of tasks carried out by the post holder. It does, however, set out the main expectations of the Union in relation to the post holder's duties and responsibilities and the post holder may be expected to undertake alternative/additional work commensurate to the pay grade.*