

Head of Communications

About London Higher

London Higher represents 50+ publicly funded universities and higher education institutions in London, including several universities with centres in London. As the largest representative body of its kind in England, London Higher represents the full diversity of the capital's higher vibrant education sector, from small, specialist conservatoires and research institutes to large, multi-faculty universities.

The organisation has three divisions, each with its own stream of research and advocacy activities, including a range of communications activities such as campaigns. Our outputs are diverse and include research reports, promotional material, meetings and workshops, parliamentary lobbying, media management and receptions. We also run a wide range of advisory groups and networks.

For more information, visit <http://www.londonhigher.ac.uk>

Working at London Higher

Salary

The role will be remunerated at **£34,000-£40,000 per annum**

Contract

Permanent Contract

Probation

The appointment will be subject to a probationary period of three months.

Hours of Work

The post-holder will be required to work **35 hours per week**, excluding lunch breaks. London Higher encourages flexible working and the days in which the hours are worked are negotiable

Annual Leave

Annual leave is 25 working days for full-time staff members. London Higher also closes for a period at Christmas and Easter, at which times staff benefit from a total of five 'privilege days' in addition to statutory Bank Holidays. The leave year runs from 1 August-31 July

Pension

You will be given the option to join Universities Superannuation Scheme (www.uss.co.uk). If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out.

Our other benefits include:

- A flexible and homeworking policy
- A childcare voucher scheme
- Free eye tests
- A central London location
- A training and development budget for each division
- A friendly and informal atmosphere

How to Apply

Please ensure you follow the guidance below when completing and submitting your application:

- Complete the London Higher application form in full;
- In the statement section, **you should address each point on the Job Specification, providing information, examples and evidence** to illustrate how you meet the criteria for the post;
- Completed application forms and Equality and Diversity Monitoring forms should be submitted to: Jobs@londonhigher.ac.uk by 4 November 2024. **We will not be able to consider any application received after this deadline;**
- Please note completion of the equality and diversity monitoring form is not compulsory;
- If you have any questions about the post or wish to discuss the role informally please contact Gemma Adlington, Head of Operations- gemma.adlington@londonhigher.ac.uk

Shortlisting will take place on 6 October and successful short-listed candidates will be notified on or around 8 November if they have been selected for interview. **Interviews are scheduled to be held between 14 and 19 November 2024.**

If you do not hear from us within **one** week of the closing date, we regret that on this occasion your application has not been successful.

Equal Opportunities Policy Statement

London Higher is committed to promoting equality of opportunity for all employees and applicants. It is London Higher's policy that employment and progression within it will be determined solely by personal merit, the application criteria which are related to the effective performance of the job and the needs of the business. No applicant or employee will be treated less favourably than any other on the grounds of gender, marital status, race, colour, membership or non-membership of trade unions, disability, spent convictions or age.

In addition as certain groups are currently under-represented in our workforce, and as part of our approach towards encouraging diversity in our organisation, applications from BME or disabled candidates would be very welcome.

London Higher aims to ensure that there is no unfair discrimination in the way we recruit. To help us monitor our recruitment process we need to gather information about the age, disability, gender and ethnic origin of our applicants. However participation in equality and diversity monitoring is not compulsory and will have no bearing on the consideration of your application. Please be assured that this information is acknowledged to be potentially sensitive and is regarded as personal and confidential. If you do not wish to participate in monitoring, please choose the *Prefer Not to Say option* or do not complete for the form.

Job Description and Person Specification

Job Title:	Head of Communications		
As at:	October 2024	Hours:	Full time (35 hours a week).
Job Summary	<p>The Head of Communications is responsible for the delivery and evaluation of London Higher’s communications strategy, working across all the organisation’s divisions and its membership. The postholder will ensure London Higher is engaging with its key stakeholders regularly, positively and consistently. The postholder will be:</p> <ul style="list-style-type: none"> • An ‘ideas-person’ able to proactively source new London, higher education (HE) and research content by talking to members, attending sector events, using social media and keeping an eye on the news. This would include delivering appropriate communication plans to share this content with members and external stakeholders. • An engaging writer and be able to draft exciting, relevant and accurate material for different mediums (e.g. blogs, press releases, briefings, reports, social media posts, campaign collateral, etc.) quickly and without assistance, for the London Higher team, Board and members. • Willing to network and able to discover opportunities to get our work out there across varying communications channels. Confident dealing with the media and members’ communications teams, and able to understand the most effective means for reaching key stakeholders including journalists, politicians and external partners. • Highly organised and proactive, owning a communication schedule that ensures the team has the content and means to share the organisation’s work. This will include working closely with the CEO, policy team and London Higher’s different divisions to help them promote their work. • Confident in developing, leading and evaluating campaigns, taking ownership of the Study London and #StudyNursingLondon campaigns which are student-facing and ensuring they are delivering against the London Higher strategy. • Happy to manage a Communications Intern, helping them develop their skills and ensure they are contributing to delivering the communications strategy across the organisation. • Highly organised and proactive, owning a communication schedule that ensures the team has the content and means to share the organisation’s work. This will include working closely with the CEO, policy team and London Higher’s different divisions to help them promote their work. 		

Job Content	%
<p>Content creator: Produce and source useful, innovative content for a range of channels to communicate London Higher’s mission and engage and influence key stakeholders, including drafting news articles, briefings, blogs, newsletter content, case studies, parliamentary correspondence, campaigns and social media content. Work with member organisations to source content that can be used across London Higher channels. The postholder will be responsible for all London Higher’s external messaging and will be expected to proactively look for new stories and fresh angles that can be shared with members.</p>	30
<p>Campaigns: Work on delivering the Study London and #StudyNursingLondon digital campaigns, driving the strategy forward and taking ownership of the website and social media channels for these campaigns. Be confident in working with digital agencies to ensure that new content is delivered on time, on brand and on message.</p>	15

<p>Media relations: With support from the CEO, deliver a proactive and reactive media strategy. This includes identifying potential news stories, preparing press releases and drafting media comments. The postholder will have their own network of sector journalists and will manage London Higher’s network of London HE communications professionals, and undertake media monitoring.</p>	15
<p>Digital content: Build upon our existing digital presence via social media (through LinkedIn, X and Instagram) and the London Higher website, with the aim of growing our digital outputs and impact and developing the London Higher brand. This includes maintaining London Higher’s website to ensure content is up-to-date and relevant for current and new audiences and line managing a Communications Intern to ensure all social media content is planned and delivered.</p>	15
<p>Communications strategy: Responsible for the implementation and evaluation of an effective communications strategy, which maintains and enhances London Higher’s reputation. This will include uniting colleagues from across London Higher and its divisions with a view to ensuring consistency of approach and to maximize the impact of the organisation’s external communications.</p>	15
<p>Events: Work alongside the CEO, Head of Operations and Events and Executive Assistant to provide London Higher’s major meetings and events programme with communication strategies and logistical support.</p>	5
<p>Business materials: To assist the CEO in shaping the strategic direction of London Higher including assisting, where necessary, with the delivery of key business materials. This will include leading the coordination of the drafting and delivery of London Higher’s Annual Review and Operational Plan and, when required, the longer-term business strategy, plus any other documents required throughout the year.</p>	5
<p>Any other duties reasonably required of the post-holder by the CEO.</p>	

JOB REQUIREMENTS/PERSON SPECIFICATION
TECHNICAL KNOWLEDGE AND SKILL

Essential

- Previous communications experience including a track record of successfully shaping and implementing a communications strategy;
- Proven ability to make a demonstrable impact on brand awareness and policy outcomes for key audiences;
- Excellent copywriting and analytical skills with the ability to present information, and draft copy quickly in a variety of styles for a wide range of audiences;
- Ability to build a trusted relationship with local, national and sector media outlets to secure positive media coverage for policy issues or events;
- Experience building and managing relationships with senior external and internal stakeholders;
- Excellent organisational, time-management and project-management skills, including the ability to work efficiently on numerous projects simultaneously and to adapt to changing circumstances;
- Experience managing social media platforms and creating and editing content for websites.

Desirable

- Experience working in the higher education and research sector or with local and national government.

PERSONAL QUALITIES

- Proactive 'ideas-person' regularly providing new ideas and excited to learn more about HE and London;
- Excellent communicator with the ability to build relationship with a wide range of stakeholders;
- Highly self-motivated with excellent organisational and planning skills with an agile and flexible approach;
- A flexible team player who enjoys working collaboratively and at all levels to effect change;
- A 'hands-on' team player who is willing to get stuck in and also support other colleagues.

REPORTING LINES	Reports To (Job Title)	Chief Executive Officer
	Responsible for (No of staff in each grade)	1 (Communications Intern)