



UNIVERSITY OF LEEDS

CANDIDATE BRIEF

Programme Communications Manager

Communications Service/ Corporate Processes & Systems Programme



Salary: Grade 7 (£33,797– £40,322 p.a.)

Reference: CSCOM1048

Fixed-term for 2 years

We will consider flexible working arrangements

Programme Communications Manager

Communications Service/ Corporate Processes & Systems Programme

Are you an experienced communications professional with the ability to build strong relationships and influence a range of audiences? Do you have a track record of establishing and managing change communication strategies and delivering impactful content? Are you committed to using your professional expertise to enable the University to achieve its strategic ambitions?

The University is currently establishing a large change programme to deliver improvements to our corporate processes and systems. The Corporate Processes & Systems Programme is a transformational change programme that will improve the processes, systems, data and ways of working across Finance, Human Resources, Procurement and Strategy and Planning, that support both the delivery of Corporate Services and the planning of the University. The vision is to create a University enabled by streamlined and consistent processes and robust and insightful data, with clear ownership and control, supported by modern and future-proofed technology that is understood and enjoyed by its users. Our ambition is to reduce the time that academic and professional services staff spend on transactional activity and the manual preparation of plans, forecasts and reporting, which will allow a stronger focus on academic and service delivery, business partnering and other value-adding activity. We are looking for a change communications specialist to help engage colleagues and other internal and external stakeholder groups in this work. Reporting to the Head of Internal Communications, in close liaison with the Lead Programme Manager, you will be part of both the Programme Team and the University's wider Communications team.

You will have proven change communications skills and the ability to balance priorities, deal with complex stakeholder needs and succeed through cooperation and collaboration with others. You will help to instil the principles and benefits of change management and be happy to collaborate with other change specialists across the University.

As Programme Communications Manager, you must be able to demonstrate significant experience in working at an influential and productive level in change communications, from strategic design through to content and event delivery.



What does the role entail?

As a Programme Communications Manager your main duties will include:

- Designing and leading appropriate communication and engagement strategies, working with the Programme Director/Programme Manager, Project Managers and Head of Internal Communication. This will include:
 - Identifying stakeholder groups and tailoring communications to their needs;
 - Implementing creative communication plans to support successful behavioural change;
 - Crafting key messages and other creative materials through both narrative and illustrative forms;
 - Providing content for existing central channels, where appropriate;
 - Designing and content-managing appropriate new bespoke channels/activities which work alongside existing channels;
 - Support with drafting business cases and proposals related to the programme for approval via the appropriate governance channels;
 - Gaining necessary approval, according to strategies.
- Working with the Programme Managers to address the people-focused aspects of change, helping to ensure clarity and engagement with those involved;
- Establishing communications measurement and evaluation mechanisms and sharing insights, as appropriate, to encourage continuous improvement;
- Sharing change communications best practice, coaching and supporting other colleagues across the University and seizing opportunities to raise the profile of the programme and its constituent projects;
- Demonstrating personal leadership by being focussed, flexible, professional, motivated and effective;
- Developing and maintaining a high level of knowledge about the programme, and a good working knowledge of general University communications plans and processes, so that project communications are aligned and external factors are considered.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.



What will you bring to the role?

As a Programme Communications Manager, you will have:

- Strong evidence of establishing and successfully managing best practice communication channels and creative content production;
- Strong evidence of developing impactful engagement activities (including live events and focus groups) which utilise key principles of successful behavioural change and employee engagement;
- Evidence of self-sufficient skills in producing accessible, visual illustrations of complex information;
- Evidence of setting measurable objectives, making challenging decisions and evaluating outcomes and effectiveness of communications and engagement activities;
- Experience of using communications and engagement skills on at least one complex change programme related to technology and systems architecture;
- Experience of building strong relationships and influencing people at all levels, with evidence of resilience and managing difficult conversations;
- Excellent interpersonal and communications skills, with confidence to present/facilitate and an ability to adapt your style to the audience;
- Self-motivation, organisation skills and a continuous improvement ethic;
- Proficiency in MS Office and graphic design tools and experience of using content management systems;
- Understanding of latest accessibility and data protection standards and ability to work to them;
- Ability to demonstrate the values of the University of Leeds through your actions. This includes bringing a creative, positive and proactive approach to tasks and projects, working both independently and within a team.

You may also have:

- An understanding and experience of the higher education environment;
- Knowledge of corporate HR, Finance and Procurement systems and terminology;
- Experience of managing others and getting the best out of team members;
- Continued professional development in communications/event management/marketing/public relations.



How to apply

You can apply for this role online; more guidance can be found on our [How to Apply](#) information page. Applications should be submitted by **23.59** (UK time) on the advertised closing date.

Contact information

To explore the post further or for any queries you may have, please contact:

Nicola Whitefield, Head of Internal Communications

Tel: +44 (0)113 343 5019

Email: N.Whitefield@leeds.ac.uk

Additional information

Working at Leeds

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

Candidates with disabilities

Information for candidates with disabilities, impairments or health conditions, including requesting alternative formats, can be found on our [Accessibility](#) information page or by getting in touch with us at disclosure@leeds.ac.uk.

Our Values

Find out more about the [University of Leeds strategy, values and standards](#).

Criminal record information

Rehabilitation of Offenders Act 1974

A criminal record check is not required for this position. However, all applicants will be required to declare if they have any 'unspent' criminal offences, including those pending.



Any offer of appointment will be in accordance with our Criminal Records policy. You can find out more about required checks and declarations in our [Criminal Records](#) information page.

