

Falmouth Exeter Plus

JOB DESCRIPTION

POST TITLE:	Internal Communications Officer
GRADE:	Grade 4
RESPONSIBLE TO:	Director of Student & Library Services (interim)

CONTEXT

Falmouth Exeter Plus (FX Plus) is a higher education charity, jointly owned by Falmouth University (Falmouth) and University of Exeter (UoE). FX Plus delivers shared services to Falmouth and Exeter students and staff at their campuses in Penryn, Falmouth, and Truro.

FX Plus services cover a wide spectrum including libraries, IT, student support, estates developments, facilities management, catering, sport, accommodation, and retail. The Penryn and Falmouth Campuses currently have a combined population of students and staff of around 9,000.

JOB PURPOSE

To ensure FX Plus staff and relevant stakeholders are kept informed and engaged through a range of communications and engagement strategies.

MAIN TASKS & RESPONSIBILITIES

The post holder is responsible for the strategy, planning, and delivery of a range of proactive and reactive communication, primarily staff and stakeholder facing.

The post-holder works closely with the FX Plus Senior Executive Team, operational management staff and communication and marketing teams of the universities and SU.

To achieve the above, the post holder will:

1. Maintain, develop and implement an internal communication and engagement strategy, and associated policies, frameworks, and plans, aligned to the Universities' ambitions.

2. Provide professional and proactive internal employee communications for FX Plus, via the intranet, email, social media, face-to-face and other channels.
3. Support consistency of communications best practices within FX Plus through expert communications advice, advocacy, and education (including regarding accessible and inclusive approaches).
4. Evaluate the effectiveness of existing communication approaches and channels and propose new, developed, or alternative arrangements as appropriate.
5. Support the co-ordination of FX Plus communications with the two universities, across all areas of FX Plus operation.
6. Manage the communication of service improvements, changes, and disruptions/mitigation to campus users, for example through Operations Updates (OpUp) and messages through various channels, including the websites and social media.
7. Provide content for planned and reactive communication relating to FX Plus services and activities for inclusion in University communications.
8. Oversee stakeholder communications, managing priorities and workloads to ensure that campaigns are effectively identified, prioritised, planned, implemented, and evaluated for impact.
9. Enable the Universities to enhance the student experience through an increased awareness of (and engagement with) FX Plus services.
10. Support FX Plus operations by developing effective approaches to ensuring 'right' engagement by students with the 'right' services, at the 'right' time.
11. Assist in organising events such as consultations, promotions, Open Gardens, Community Days etc.
12. Keep abreast of current research and best practice relating to internal and stakeholder communication.
13. Procure/organise the design, copywriting, photography and moving image services for FX Plus as necessary.
14. Where appropriate, manage publications through the production process including helping define the creative brief, briefing the appropriate design studio or agency, proof-reading and securing approval and final sign-off from the appropriate departments.
15. Ensure that FX Plus's brand is consistently and accurately presented in accordance with the brand guidelines.

GENERAL DUTIES

16. Deliver a level of customer service which meets and exceeds the expected standards. Ensure all people are dealt with efficiently and with appropriate regard

to their needs.

17. Undertake reasonable duties which contribute to the success of the directorate and FX Plus as a whole.
18. Agree personal and team objectives and work to achieve them, developing both individually and collectively.
19. Actively participate in required organisational processes, courses and activities, constantly maintaining the required conduct.
20. Support and contribute to keeping FX Plus, Falmouth University and the University of Exeter compliant with all legislation and adopted standards. Specific attention should be given to Health and Safety, Equality, Diversity and Safeguarding.
21. Maintain a first-class level of customer service ensuring that all customers are treated efficiently and in an appropriate manner.

PERSON SPECIFICATION

Attributes	Essential Requirements	Desirable Requirements
Education / Qualifications	Qualified to degree level or equivalent level qualification or experience.	Holding a recognised relevant communication qualification (e.g., IoIC or CIPR).
Experience / Knowledge	<p>Knowledge of the theoretical and legal frameworks underpinning communication, particularly internal communication, including current research and industry best practice.</p> <p>Experience of dealing confidently and professionally with staff at all levels of an organisation in relation to communication.</p> <p>Experience of working within a busy communication environment with an internal communication focus, including dealing with multiple projects and requests.</p> <p>Experience of developing creative briefs, working with designers and of print production techniques.</p> <p>IT literate – including knowledge of appropriate IT software such as Word, SharePoint, Photoshop, web content management systems etc.</p>	<p>Experience of working in the higher education sector.</p> <p>Good understanding of the Data Protection Act.</p> <p>Experience of working with brands and brand guidelines.</p> <p>Advanced knowledge of SharePoint.</p> <p>Experience of using DTP packages (e.g., InDesign).</p>

Attributes	Essential Requirements	Desirable Requirements
<p>Skills / Personal Requirements</p>	<p>Excellent communication skills both written and oral.</p> <p>Strong organisational skills.</p> <p>Strong self-awareness and ability to build effective and positive relationships to deliver positive outcomes over an extended period.</p> <p>High level of accuracy and attention to detail.</p> <p>Ability to multitask, prioritise and meet deadlines whilst working under pressure.</p> <p>Able to plan and roll-out communication campaigns.</p> <p>Strong interpersonal skills; able to work on own or as part of a team, leading when appropriate.</p> <p>Ability to research and summarise complex information.</p> <p>Enthusiasm and self-motivation, using initiative to improve systems and processes.</p> <p>Highly professional, discrete and trustworthy.</p>	<p>High level of numeracy.</p>

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