

UNIVERSITY OF FORWARD THINKING WESTMINSTER

This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time.

JOB TITLE: Communications Consultant - Employability

GRADE: NG7

REPORTS TO: Head of Corporate Communications and Public Affairs

PURPOSE:

The Communications Consultant will lead a wide reaching and detailed Employability Communications Impact Report which will review the current employability communications at the University of Westminster and across competitor institutions, evaluating the impact of communications practices across the sector and building a picture of how employability is understood by colleagues and students and how people engage with the careers and employability services on offer. This work will inform the development of an employability narrative and a series of communications recommendations that the University can take forward to build on the ongoing work to ensure we deliver on our strategic objectives to secure outstanding employability outcomes for all our students.

PRINCIPAL ACCOUNTABILITIES:

1. Within a fixed timeframe, devise and deliver a detailed Employability Communications Impact Report, based on detailed analysis of current practices and delivery, make wide-ranging recommendations for the future of Employability delivery at the University, taking into account the current context of Westminster, where we would like to be, what we need to do to get there and how we can improve in line with the sector and competitors.
2. Work across multiple university teams to monitor, evaluate, and analyse existing employability communications, highlight areas of duplication or inconsistent practice, as well as areas of good practice and those areas that require either further development or to stop altogether.
3. Undertake wide-ranging research across the University, including leading listening exercises and focus groups with students and key colleagues to understand how communications are received, as well as engaging with key committees and user groups.
4. Provide communications advice to the Head of Corporate Communications & Public Affairs, Head of Employability and Graduate Success and Director of Business Engagement on immediate actions that can be taken to improve employability communications, and working with the relevant teams to ensure these are implemented

5. Create a multi-channel, digital first Employability Communications Plan to be delivered across several directorates, providing consistent and unified messaging. Ensure that all relevant parties have “buy-in” to the plan and that it is embedded into business as usual activities across the University.
6. Following internal research and analysis, devise an “employability narrative” to draw together the broad service employability offering which works alongside other key university priorities, ensuring high visibility of one coherent employability brand/narrative. Ensure this narrative is embedded into the Employability Communications Plan, and all other key branding associated with employability.
7. Work with the Employability Communications Group to track student engagement with employability communications. Make recommendations to ensure improved student engagement with communications and employability programmes, and work with the group to set KPI’s to increase participation through excellent communications.
8. Using appropriate influencing skills, ensure that separate and distinct teams and areas of the University have appropriate buy-in to the Employability narrative and branding, in order to work together to achieve common goals.
9. Ensure that the Employability Communications Plan has clear action points and assigned tasks to the relevant stakeholders, which are understood and prioritised. Build in an appropriate handover and exchange of knowledge to ensure that agreed actions and ways forward will be completed and continued once this role has ended.
10. Carry out other duties as appropriate within their competence as required by their line manager from time to time.

CONTEXT

Employability is one of the four objectives within our [Being Westminster 2022-2029 Strategy](#). Our Employability programmes support our students to engage with work experience, develop crucial employability skills and find relevant and fulfilling work after graduation. Our large number of Employability Programmes and opportunities are delivered in a multitude of ways; either as part of our curriculum, directly through courses and course teams, or, as extra curricular activities by three different professional services teams. As we have enhanced our employability offering to students we now wish to evaluate and understand how this offering is understood by our student population and a coherent communications narrative developed to ensure our students are able to avail of all the opportunities they wish to and to communicate the importance of 'graduate level employability', in their transition to the graduate labour market.

This role is a fixed term contract and will therefore be expected to deliver accountabilities within a fixed time frame. By the end of the contract, the postholder will have contributed to the development of a communications strategy that will support our students through their journey at Westminster and into their future careers.

The University requires all post holder to have an understanding of health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

Key Relationships

- Head of Corporate Communications and Public Affairs
- Deputy Vice-Chancellor, Employability and Global Engagement
- Director of Business Engagement
- Head of Employability and Graduate Success
- Head of Alumni Relations
- School Employability Leads
- Communications Manager
- University of Westminster Students' Union
- Employability Communications Group

PERSON SPECIFICATION

Experience / Qualifications

- Significant experience in senior communications roles that demonstrate appropriate levels of knowledge, skill and practical application.
- Relevant professional qualification or membership of a relevant professional body or equivalent experience.

You will have proven experience and evidence of achievement of:-

- Delivering high-impact communications and engagement for complex organisations across multiple audiences.
- Developing engaging communications campaigns and narratives with evidenced cut through and delivery to targets.

- Extensive demonstrable success at building relationships and networks at all levels within a complex organisation.
- Extensive demonstrable success at influencing others to achieve outcomes.
- Outstanding written and verbal communications skills – and experience of presentation.
- Experience of auditing, reviewing and recommending changes to communications narratives and processes.
- Experience of conducting research in the form of interviews, focus groups and engagement with committees and forums.
- Applied knowledge and experience of business planning, resource management, and of the issues affecting Higher Education.
- Strong record of building contacts, networks and relationships – able to influence and shape stakeholders internally and externally
- Knowledge of University structures, UK Government policies in education, external agency and legislative requirements, and the international operating environment.
- Experience of drafting high-impact quality communications.

Attributes and Skills

- Thrives on helping others be their best selves and anticipating their needs before they are spoken.
- Experience in wide-ranging or cross-functional areas, and an eagerness to learn new skills.
- Planning, developing and delivering communication strategies and plans
- Strategic thinker
- Strong written and verbal communication; listens well and can easily learn to communicate in a corporate voice.
- A team-player who engenders an inclusive and enabling ethos.
- Excellent negotiation and influencing skills and highly developed team working skills.
- Ability to exercise judgement in line with organisational strategy and priorities.
- Aptitude for horizon-scanning to identify and evaluate new opportunities.
- Ability to work both strategically and operationally concurrently.
- Fully committed to contributing to a stimulating learning and working environment, which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.