

KCLSU Job Pack



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About KCLSU

We're here to make sure that every student at King's has opportunity to thrive. We're run by students, for students. Our decisions, policies and what we do are decided by our more than 41,000 student members. They elect the Student Leaders they want representing them. As a democratic charity and membership organization, students lead us at every level. As well as empowering our student members to share and use their voice, there's loads of other ways they can get involved with their Students' Union including:

- Impartial and confidential support from our Advice Service
- Joining one or more of the 300+ student-led activity groups, societies and sports clubs.
- Visiting a KCLSU Hub (front of house), available on every campus.
- Connecting and socializing in our four Students' Union bars and cafes.
- Making a difference through volunteering and fundraising.
- Shaping their experience through Student Representatives and Student Officers.
- Working with us as part of our Student Staff Team.

Our Vision

A future where every member of KCLSU has the opportunity to thrive.

Our Mission

Together with our members we are a union of students where individuals love their university experience, are involved in shaping the future, have the power to make change and connect to each other openly.

Our Values

Our Values are the words that we use to describe how we are as people within an organisation. It's how we go about our work.

We are Collaborative, Inclusive, Open and Brave.

Our three areas of work

Our three key areas of work for students to thrive during their time at King's are:

- **Representation:** helping students embrace the opportunity to be leaders for their community.
- **Belonging:** we want students to feel a sense of belonging.
- **Futures:** provide students with tools for a future of opportunities.

Our Values

Inclusive



Collaborative



Open



Brave



Job Description

Job Title: Communications Manager
Responsible To: Head of Communications & Digital
Responsible For: Communications Officer (x2)
PR Officer (PT)
Salary: Band 5

Hours: 35

Location: Main KCLSU Offices at King’s Strand campus (Bush House), occasionally at other King’s campuses (Guy’s, Waterloo, Denmark Hill).

Summary of Post	<p>Responsible for increasing the reach and impact of KCLSU profile and visibility through the delivery of high quality and influential communications and PR, ensuring KCLSU is effectively able to manage internal and external communications and public affairs.</p> <p>Support the Head of Communications and Digital in managing the Communications budget.</p> <p>Support the development of KCLSU’s press/PR/external communications strategy to maximize media coverage across all areas of KCLSU in sector specific and local, regional and national media.</p> <p>Responsible for managing a small Communications Team, with a focus on member engagement and consistent, clear, and inclusive messaging across a variety of media.</p> <p>To take a lead role in working with elected representatives to communicate campaigns and events, ensuring work is prioritised in line with strategic priorities.</p> <p>To support the Head of Communications and Digital on all issues management, reputation and crisis communications.</p> <p>This position plays a key role in internal communications – supporting the Head of Communications & Digital and Director of Communications, Marketing & Data to advise SLT on the implementation of best practice and is responsible for maintaining an effective internal/staff communications cascade.</p>
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	<p>Jointly deputise, with Digital Channels Manager for the Head of Communications and Digital.</p>
<p>Main Tasks</p>	<p>Support the Head of Communications and Digital in delivering KCLSU's communications and digital strategy, to operationalise KCLSU Communications, in line with the Union's vision, values and strategic goals.</p> <p>Supporting the Head of Communications and Digital in planning and managing the communications budget.</p> <p>Managing and monitoring the workload of two communications officer and a PR officer, through regular and documented team meetings and 1-2-1 meetings, and identify and champion any training and development needs.</p> <p>Implement KCLSU's overall student communications, by working with colleagues within the Community Engagement department to create engaging content on behalf of and enhance the profile of student officers, student leaders and student groups.</p> <p>Work closely with KCL communications colleagues to ensure KCLSU is represented and reflected accurately through their activities, where relevant.</p> <p>Work across all teams to understand and plan their communication requirements.</p> <p>Manage relationships with external stakeholders as relevant.</p> <p>Provide reports on the performance of the department for the Head of Communications and Digital or Director of Communications, Marketing & Data, as appropriate.</p> <p>Support the Head of Communications & Digital and Director of Communications, Marketing and Data in coordinating briefings to staff and officers as appropriate on reputational and issues management.</p> <p>Lead the delivery of communication implementation plans for key organisational initiatives to ensure the vision, mission and values are communicated appropriately.</p> <p>Contribute to the development of engagement strategies for members, staff, Trustees and other key stakeholders, such as local partners.</p> <p>Collaborate across the organization to lead the communications planner for all campaigns and event activity.</p>

	<p>Management of proactive and reactive media communications, maximising opportunities for positive stories and managing negative PR.</p> <p>Line manage two Communications officers and a PR officer to create and deliver engaging and dynamic communication content for staff, students and the media</p> <p>Work with Data & Insights Manager to take a leading role in the SU's insight and research projects, to support the Union and student officers to understand and engage students.</p> <p>Line manage the team, inspiring, motivating and supporting staff so that they are delivering high quality work, working as an effective team, and meeting organisational and individual deadlines/objectives.</p> <p>Coordinate the recruitment, selection and induction of staff, as required, in conjunction with relevant colleagues and senior managers.</p> <p>Ensure that all team members have clear direction and information to enable them to achieve agreed key objectives.</p> <p>Identify the training needs of the team and implement strategies for their professional and personal development.</p> <p>Support colleagues within other areas of the organisation and play an active role in the general smooth running and on-going development of the organisation.</p> <p>Working with other colleagues oversee the planning and involvement of the team at relevant key events, particularly Welcome, Elections and Officer induction.</p> <p>As instructed by the Head of Communications and Digital, represent KCLSU, on relevant committees planning groups and professional networks and maintain positive relationships with KCL colleagues and external partners.</p>
Living our Values	<p>Be a role model for the organisation by actively demonstrating KCLSU's values:</p> <ul style="list-style-type: none"> • Collaborative • Open • Inclusive • Brave
Aptitude	<ul style="list-style-type: none"> • Committed to building effective robust student leadership and engagement within KCLSU • Committed to diversity in employment, governance and service delivery

	<ul style="list-style-type: none"> • Understanding and empathy with the vision and ethos of KCLSU – to ensure a future where every King’s student thrives • A flexible, hardworking and proactive working style • Approachable nature, able to relate to a variety of audiences in an appropriate manner
Behaviour	<ul style="list-style-type: none"> • Able to communicate confidently and diplomatically with staff at different levels in the organisation and form successful and productive working relationships • Able to work effectively both independently and as part of a team and the wider organisation with a high degree of flexibility to respond to a constantly changing environment • Considers how others they work with think, including students and key stakeholders • Works transparently, sharing information, seeking feedback and taking on board others’ views and encourages other to think differently • Takes responsibility for all outcomes regardless of the outcome or success, learning for the future • Good verbal, writing, editing and proofreading skills together with an excellent understanding of organising information for web publishing • Able and willing to support colleagues and cover work when required. • Able to prioritise and manage a busy workload with tight deadlines whilst maintaining high standards • A strong interest in promoting fair access and the aims of higher education
Working Hours	<p>The minimum working week is 35 hours. However, actual working hours may exceed this total and may on occasion involve some evening or weekend work. This is considered part of the contract and reflected in the grading for the post.</p> <p>It is also expected that the role holder is present for key events throughout the year such as KCLSU’s annual Welcome Fair (at the end of September), KCLSU Awards and KCLSU Elections and undertakes any other tasks that would be deemed suitable within this role as directed by the Head of Communications and Digital, the Director of Communications, Marketing & Data or other relevant senior leadership members.</p>
Additional Information	<p>The job description is current at June2022 and should be reviewed annually. It outlines the position's primary duties and is designed for the benefit of both the post holder and</p>

	<p>KCLSU in understanding the prime functions of the post. It should not be regarded as exclusive or exhaustive.</p> <p>Given the grading and nature of the post, the responsibilities of the post holder may well change from time to time.</p> <p>The post-holder may be required to undertake other tasks deemed suitable within this role as directed by the Director of Communications, Marketing & Data or other suitable member of the Senior Leadership Team.</p> <p>KCLSU has the right to vary the duties and responsibilities after consultation with you.</p>
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Person Specification

	ESSENTIAL	DESIRABLE
Qualifications	Degree in Communications, PR or other subject relevant to the role or equivalent experience and evidence of a commitment to continuous professional development	CIPR qualification/membership
Experience	<p>Significant experience in a similar management role</p> <p>Experience in overseeing and developing insight-led engagement strategies</p> <p>Experience of handling media enquiries</p> <p>Experience of increasing revenue through targeted and effective communications activity</p> <p>Experience of managing budgets</p> <p>Experience of leading communications campaigns for a range of stakeholders such as members, consumers and staff.</p> <p>A track record of developing successful partnerships with a wide range of stakeholders, and evidence of success in working across departments.</p> <p>Experience of writing, editing and producing written communications for targeted audiences.</p> <p>Experience of working at pace – KCLSU is going through a period of change so you need to be comfortable working with a high degree of ambiguity as we move fast and iterate.</p>	<p>Experience of working in a Student Union, HE, charity, not for profit sector</p> <p>Experience or working in a commercial setting</p>
Knowledge & Skills	<p>Ability to successfully tailor activity and messages for multiple audiences</p> <p>A good knowledge of best practice and experience leading strategies within internal communications, stakeholder management and PR</p>	

	<p>Strong team management skills and the ability to effectively direct staff and oversee projects.</p> <p>Excellent skills in Microsoft office including Word, Excel and Outlook</p> <p>Highly articulate in both written and spoken communications</p> <p>Ability to plan and manage own and others time and workload effectively to meet deadlines</p> <p>Ability to work effectively in democratic environment</p> <p>Ability to develop and deliver accurate, relevant, and timely information</p> <p>Ability to operate effectively in a democratic environment, with the political skills and acumen to develop productive relationships with student officers – elected and lay, lay trustees, building trust and confidence</p> <p>Ability to think strategically and gain commitment to a clear vision and mission and deliver results.</p> <p>Exceptional interpersonal skills and demonstrable emotional intelligence, with the ability to relate to, motivate and build trust and confidence with people at all levels</p> <p>Sound judgement and ability to handle competing priorities and a challenging workload in a pressurised environment</p> <p>Exceptional communication and presentation skills, with an ability to communicate ideas, issues, and procedures successfully at all levels.</p> <p>Ability to influence and negotiate with stakeholders at all levels</p> <p>Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally</p>	
<p>Behavioural Competencies</p>	<p>Has a curious and growth mindset, appetite for testing and learning, ability to lead through vision and action, desire to collaborate and use</p>	<p>Enthusiasm for working with students</p>

the team to inform decision-making, and drive for performance
Visionary, creative, and innovative.
Empowering, authentic manager with high levels of emotional intelligence.
A positive, solutions focused worker – able to give advice to inform difficult decisions; determined and resilient in order to cope with the demands of the role
An excellent role model who promotes high standards of ethics, integrity, and honesty
A confident communicator and presenter
Relationship management skills to facilitate the buy-in and progress of the communications strategy across the range of parties involved
Ability to conceptualise, create and deliver an organisational communications strategy
Excellent social communication skills in addition to the high level of written and verbal communication requirements
Sound organisational and administrative abilities
Good team-working skills, including the ability to build consensus across teams in order to prioritise and manage work load
Ability to manage a heavy workload and to deliver to tight deadlines, often unsupervised.
Attention to detail
Energy, flair, adaptability and a willingness to learn

KCLSU Equal Opportunities Policy

Introduction

KCLSU is committed to promoting and developing equality of opportunity for all KCLSU staff, students, members and visitors by prohibiting all forms of discrimination, harassment and incitement to discriminate or harass. KCLSU aims to create an environment whereby students, staff, members job applicants and visitors are treated fairly and equally.

Scope

This policy applies to all employees of KCLSU and should be read in conjunction with the Harassment & Bullying Policy and the Grievance Procedure.

Policy

1. Statement of Intent

- 1.1 It is the policy of KCLSU to promote equal opportunities for our staff, students, and job applicants, by prohibiting all forms of discrimination, harassment and incitement to discriminate or harass.
- 1.2 The aim of this policy is to create an environment whereby students and staff are treated fairly and equally.
- 1.3 KCLSU is committed to providing a safe and secure environment for all its members, staff and visitors.
- 1.4 Your reference and personal details including qualification and other training details are held confidentially by HR. If you are applying for a role with an essential qualification requirement the panel will be informed that you meet the qualification criteria only. The shortlisting panel will view the Employment and your Statement in Support of Application sections of this form only. This is a process entitled blind shortlisting to prevent unconscious bias in our selection process.
- 1.5 No person will be discriminated against on grounds of any of the following:
 - a. Age
 - b. Disability
 - c. Gender Reassignment
 - d. HIV Status
 - e. Marriage and Civil Partnership
 - f. Nationality
 - g. Parental status
 - h. Political opinion
 - i. Pregnancy and Maternity
 - j. Race
 - k. Religion and Belief
 - l. Sex
 - m. Sexual Orientation
 - n. Socio-economic background
 - o. Any other irrelevant distinction
- 1.5 It is the responsibility of all KCLSU staff members to adhere to this policy, behave in a non-discriminatory manner and to help change practices and procedures that deny or limit equality of opportunity or treatment.
- 1.6 KCLSU will monitor and reassess its own practice and procedures to ensure that they are in no way discriminatory to or exclusive from any particular group.

2. Procedure for breaches of this policy:

If you feel you want to complain about any part of the recruitment process, please e-mail recruitment@kclsu.org stating your concern. Any staff member who wishes to report a contravention of this policy should do so through KCLSU's Grievance Procedure. Disciplinary action will be considered in all cases where a claim of discrimination, harassment or bullying is substantiated.

