

Job Title:	Internal Communications Manager (Students)
Grade:	7
Salary:	£38,205 to £44,263 per annum, pro rata if part-time
Department:	Communications, External Relations
Hours/Contract:	Full time or job share, fixed term until 02 December 2025
Job Family:	Management and Administration
Reference:	10444

Role purpose

Based within a small communications team, the Internal Communications Manager (Students) leads and develops student campaigns and projects in line with institutional priorities, as well as contributing to the development of student communications strategy, to maximise engagement and community amongst Leicester's current student body.

As a communications specialist, the role provides support and recommendations to other services and departments as well as identifies and implements improvements to staff communications systems, processes and campaigns.

The position is varied in nature: working on multiple, complex projects, with a range of stakeholders across the institution, with the aims of boosting the student experience, creating advocates, and supporting student recruitment objectives.

Resources Managed

- Manager of Internal Communications Officer (full time) and temporary staff (ad hoc), including recruitment, performance management and development.
- Editorial accountability for student communications materials, internal student communications, weekly emails, student intranet, student announcements, social media and crisis communications.
- Manage and control communications budget or budget provided within projects; contribution to budgetary planning process, where applicable.

Main Duties and Responsibilities

- Contribute to student communication strategy development, implementation and coordination.
- Contribute to continuous improvement through analysing, identifying and recommending developments to communications systems, processes, and campaigns.
- Communications lead on corporate projects and campaigns across teams – which are often complex, high profile, and under tight deadlines – ensuring tailored to channel, message, and audience.
- Champion and celebrate student success through communications channels.
- Ensure student communications are data driven through use of analytics, feedback and project evaluation.





Internal and External Relationships

- Work closely with Director of Communications & Engagement to contribute to student communication strategy development, implementation and coordination.
- Provide specialist communications advice, support, and recommendations relating to student communications across the institution, including senior management, services and academic departments.
- Work closely with and support the wider Communications team on internal communications planning and projects.
- Liaison, communication and relationship building with University schools/departments, professional services, and the Students' Union to increase student engagement and satisfaction.

Planning and Organising

- Able to be flexible and adapt to changing institutional priorities and projects at short notice.
- Lead assigned project teams and contribute to larger university-wider projects as part of project team, to support achievement of project objectives.
- Responsible for planning personal workload - and that of team workflow - prioritising multiple activities and managing time effectively to meet deadlines, objectives and turnaround times.
- Provide long-term communications planning to accompany and support University projects and developments, plus formulating and implementing communication plans to achieve objectives.

Qualifications, Knowledge and Experience

Essential

- Educated to degree level (or equivalent) or substantial experience in a comparable role. *
- Proven experience of internal communications and/or corporate communications, ideally with experience of undertaking communications in a large organisation or higher education context. *
- Knowledge and experience of creating, managing, developing and implementing communications plans. *
- Excellent copywriting skills in both print and online formats and an ability to adapt tone of voice accordingly to the channel and audience. *

Desirable

- Experience in a Higher Education environment.
- Professional marketing/communications qualification.
- Managerial skills, such as coaching and motivating individuals or managing performance.





Skills, Abilities and Competencies

Essential

- Detailed understanding of marketing communications, including the use of different marketing communication tools for different purposes and audiences, and wider sector awareness. *
- Excellent organisational skills - able to manage, plan and progress a number of activities in parallel, meet deadlines and work proactively, using initiative and judgment. *
- Excellent attention to detail.
- Evidence of extremely strong written marketing communication skills with the ability to write clearly and concisely in a style appropriate to the medium, message and audience, demonstrable through previous work. *
- Strong verbal communication skills with the demonstrable ability to liaise effectively with a range of staff across the University, negotiate solutions to problems, develop effective working relationships, and confidently represent the team.
- Ability to work well within a team and also across teams, in a professional manner. *
- Discretion over sensitive and confidential issues.

****Criteria to be used in shortlisting candidates for interview***

Criminal Declaration

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

Supporting University Activities

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

University Values

Inclusive - We are diverse in our makeup and united in ambition. Our diversity is our strength and makes our community stronger.

Inspiring - We are passionate about inspiring individuals to succeed and realise their ambitions. We challenge our community to think differently, to get involved, and to constantly embrace new ideas.

Impactful - As Citizens of Change we will generate new ideas which deliver impact and empower our community

Equality and Diversity

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of





high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

