Head of Communications

Candidate Pack
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1. Introduction

At UCL, we do things differently. We know the stakes are high. But we are not afraid to take risks or have a go. A cure for cancer. A revolution in dementia care. A new approach to global prosperity. Scholarships for outstanding students. All these things are possible. Our job – your job – is to make them happen.

We are in the public phase of a game-changing Campaign. We are supported by the UCL 2034 vision and significant investment in OVPA, giving us the resources and staff we need to achieve excellence. What does this mean in practice? It means top-level support from our leadership team. It means academic buy-in. It means giving talented people the tools they need to find new solutions to do what they do best.

But we can’t do it without people like you: people with the vision, passion and determination to make it happen. This will be a career-defining moment.

So change the world. Change your life. Join us.

My job is really exciting – but by far the best part of it is my work with OVPA.”

Michael Arthur
President and Provost, UCL

Photo of President and Provost
by Dylan Collard, 2020
2. About UCL

UCL’s history

UCL was founded in 1826 to open higher education to students from a wider range of backgrounds and to change the way we create and share knowledge. In 1878, we became the first university in England to welcome women on equal terms with men. That radical and disruptive spirit is alive and nurtured today across our university. Our staff and students are taking on some of the biggest challenges of our time and making vital contributions for the good of humanity.

Recent examples include: our pioneering research on dementia and various forms of cancer, leading on three European Space Agency missions to study comets and habitable planets outside of our solar system, advising policy makers globally on innovation-led inclusive economic growth and future public services, ensuring that artificial intelligence is developed and used ethically for the benefit of society, science and industry and researching how early life experiences shape the human brain.

Vision

UCL is one of the world’s leading multidisciplinary universities. We operate in a global context and are committed to excellence, innovation, and the promotion of global understanding in all our activities: research, teaching, learning, enterprise and community engagement.

We aspire to provide a supportive environment for staff and students where academic insight and pioneering thinking can thrive, deepening knowledge and developing solutions to problems worldwide.

We encourage our community to work across traditional subject boundaries and have established numerous centres to facilitate cross-disciplinary interaction. The UCL Grand Challenges – of Global Health, Sustainable Cities, Cultural Understanding, Human
Wellbeing, Transformative Technology and Justice and Equality – are the flagship embodiment of our institutional commitment to approach global challenges from new and multiple perspectives.

UCL academics are encouraged to collaborate with others who share their dedication to excellence and passion for knowledge, irrespective of where they are in the world.

UCL in numbers
A research powerhouse in the centre of London, UCL is consistently placed in the global top 10:

- 6th in NTU World Rankings (2019)
- 10th in QS World University Rankings (2020)
  4th in the UK
  5th in Europe
- 1st for Education (QS World University Rankings by Subject 2020)
- 9th in The Times and Sunday Times University League Table 2020
- 10th overall in the Complete University Guide (2021)
- 15th in the Times Higher Education World Rankings (2020)
- 22nd in the QS Graduate Employability Rankings (2020)
- 29 Nobel laureates
- 34 Athena SWAN awards
- 13,300 staff
- 42,000 students
- Over 300,000 alumni in over 190 countries
- c.£500 million total research income annually
- 'It’s All Academic’ Campaign raising £600m in philanthropic funding
- Transforming UCL, £1.25 billion investment in estate over 10 years
- Over £1.5 billion annual turnover.

Portico artwork – Razzle Dazzle by Emily Laserwitz, 2016
Our faculties

UCL has 11 faculties, each home to world-class research, teaching and learning in a wide range of academic disciplines across all study levels:

- Arts & Humanities
- Built Environment
- Brain Sciences
- Institute of Education
- Engineering Sciences
- Laws
- Life Sciences
- Mathematical & Physical Sciences
- Medical Sciences
- Population Health Sciences
- Social & Historical Sciences.

UCL 2034 – our 20-year strategy

Our distinctive approach to research, education and innovation inspires our community of staff, students and partners to transform how the world is understood, how knowledge is created and shared, and the way that global problems are solved.

UCL 2034 is the university’s 20-year strategy, setting out our vision for the future, with six principal themes:

- academic leadership
- integration of research and education
- global challenges
- accessible and publicly engaged
- London’s global university
- delivering global impact.

Further information about our strategic goals, history and case studies can be found at: www.ucl.ac.uk/2034 and our annual review of progress, 2019, can be downloaded at: www.ucl.ac.uk/about.
Research

UCL is the most successful institute in collaborative research in Europe

UCL is committed to using our collective expertise to address global problems, developing partnerships within and beyond the education sector, to inform the work that we do and increase our positive impact on the world around us.

Our researchers are currently working with global institutions on projects to make climate change predictions cheaper and more widely accessible, help patients recovering from strokes, and remove pollution from contaminated water.

Recent research successes include an outstanding performance in the Horizon 2020 programme, with eight senior UCL academics awarded ERC Advanced grants for pioneering projects in areas ranging from urban development to ophthalmology and UCL has been awarded more than £40m funding for seven centres for Doctoral training by EPSRC part of UK Research & Innovation.

Our total research income in 2017–18 was £476.3m, up from £459.8m in 2016–17.
Partnerships

UCL works in multiple partnership with business, industry and academia

In the field of health, UCL is a partner in the Francis Crick Institute for biomedical research, and the UCL Partners Academic Health Science partnership comprises more than 40 partners from the NHS, social care and academia who are committed to working together to support improvements in healthcare. UCL is also partnering with the NHS to improve student mental health support.

In technology, UCL has a longstanding partnership with Cisco, who have hosted over 100 students as interns and, with UCL Engineering, are launching a new AI research centre as part of a $100m investment in the UK.

In education, the IOE is the largest HE provider of initial teacher education in the UK, and regularly provides consultation to the DfE, and international governments and agencies to improve education provision and life changes locally and across the globe.

UCL was the first university in England to become the sole sponsor of an academy school. Seven years on, our strategic collaboration is as strong as ever, with students and staff from both partners engaged in research, teaching and learning and mentoring initiatives. Lucie Green, UCL Professor of Physics, is Chair of Governors of UCL Academy.

Connected Curriculum

UCL’s framework for research-based education

The Connected Curriculum, UCL’s framework for research-based education, continues to build a learning culture that develops students’ critical thinking and readiness for the next stage in their careers, as well as changing the nature of the dialogue between students and academics to one of partnership.
Delivering global impact

Commitment to international partnerships

UCL’s Global Engagement is based on a commitment to international partnerships and the belief that bringing together different perspectives and diverse experience accelerates the process of discovery and global impact.

UCL is a founder member of the new U7 Alliance, bringing together more than 30 leading universities from across the G7 countries to tackle the world’s most pressing challenges.

UCL’s strategic global partnerships, developed from the ‘bottom up’, continue to grow with support from the Global Engagement Office. UCL has two ‘anchor’ or strategic global partners, Peking University and University of Toronto and five institutional partners: Max Planck Society, Paris Science et Lettres, University of Hong Kong, Osaka University and Yale.

UCL’s strategic partnerships with University of Toronto and Peking University support collaboration, led by UCL academics, that span all of UCL’s 11 faculties with strong research and education links in a broad range of areas, including, but not limited to child health, cities, neuroscience, artificial intelligence, education research, medical humanities, social sciences and business. These partnerships provide enhanced opportunities for UCL academics across faculties to work together with colleagues from partner institutions to have greater global impact together.
Transforming UCL

Supporting UCL’s growth as we continue to build now and for the future

Transforming UCL is the largest capital programme in the university’s history, supporting UCL’s growth as we continue to build now and for the future. We are investing over £1 billion over ten years to refurbish and develop some of our most iconic buildings and promote new world-class buildings such as our new Student Centre (one of only 320 globally to achieve BREEAM’s highest ‘Outstanding’ classification for sustainability).

UCL has also embarked on a major programme Transforming Our Professional Services (TOPS), streamlining and modernising our processes while changing our ways of working to better support students and academic staff. It will enhance the student experience across the board, by creating sustainable learning spaces for the current and future generations of students.

UCL East

Our new East London campus

Construction is under way on our new campus, UCL East. Sited on the Queen Elizabeth Olympic Park, UCL East will be part of East Bank, a new destination for world class culture and education which also includes the BBC, Sadler’s Wells, and the V&A (in partnership with the Smithsonian Institution).

UCL East is envisaged as a radical new model for how a university campus can be embedded in the community. It will stimulate world-class research, education, entrepreneurship and innovation in the areas of transport, culture, disability innovation, manufacturing, real estate and urbanism, health and environment, and business and finance. It will also provide much needed expansion space from our Bloomsbury home.
The UK Dementia Research Institute (UK DRI) hub at UCL

Bringing together world-leading expertise in biomedical, translational and care dementia research in a national institute, the UK DRI aims to tackle a disease that is expected to affect 60 million people worldwide by 2025. UCL was selected in 2016 to host the research hub and operational headquarters of the UK DRI, which is currently housed in interim premises in the Cruciform Building.

Work started in 2019 on a new facility in Gray’s Inn Road, housing the UK DRI hub alongside new premises for the Queen Square Institute of Neurology and an outpatient and imaging unit for the National Hospital for Neurology and Neurosurgery – a powerhouse of dementia research enabling cross-collaboration to find better ways to diagnose, treat and prevent dementia-causing neurological disease.

Campaign for UCL

Launched in September 2016, It’s All Academic is UCL’s major philanthropy and engagement campaign. The campaign has two ambitions:

• a fundraising target of £600m, to help deliver UCL’s biggest long-term ambitions
• an engagement target of 250,000 volunteering hours, to build our global community of alumni, supporters and advocates.

Further information about the campaign can be found at: ucl.ac.uk/campaign.

With the 200th anniversary approaching in 2026, this is an exciting and ambitious time for the institution and its advancement activities.
Equality, diversity and inclusion

UCL is fully committed to equality, diversity and inclusion (EDI). We aim to ensure all individuals have an equal opportunity regardless of race, disability, gender, sexual orientation, religion, age or background. We are the only university in the UK to hold both an Athena SWAN Silver institutional award (for gender equality) and a Bronze Race Equality Charter award, however we know that structural inequality exists, and that this is reflected in the profile of staff who reach senior positions in our own organisation. UCL has begun to address this and there are numerous changes in place.

The Equality, Diversity & Inclusion team is part of the Office of the President & Provost and permeates the culture and ethos of the institution.

The institution has in place a number of ambitious programmes to remove differential attainment rates for black and minority ethnic students, improve career progression and support for under-represented, or marginalised groups and extensive equality-based networks for peer support and consultation.
3. About the Role

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<th>Job Title</th>
<th>Head of Communications</th>
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| Location        | Office of the Vice-Provost (Advancement) (OVPA)  
|                 | Bloomsbury, London     |
| Grade           | 8                      |
| Terms of job    | Permanent, full time   |
| Reports to      | Executive Head of Campaign and Supporter Engagement |
| Direct reports  | 1 x Communications Manager (vacant)  
|                 | 2 x Communications Officers |

**Context**
Propelled by visionary leadership, a compelling array of initiatives, and record fundraising, the Office of the Vice-Provost (Advancement) is strategically significant to UCL and one of the six Vice-Provost Offices, with a high profile and influence. It is responsible for the delivery of all advancement activity at UCL, including the Campaign, and aims to promote life-long relationships between the institution and its alumni and supporter audiences, build advocacy, and secure philanthropic support for key initiatives. OVPA also encompasses the teams that are responsible for the delivery of central Communications and Marketing for the wider institution.

The advancement Communications Team of four sits within the Campaign and Supporter Engagement function (alongside Donor Relations, Campaign Relations, Business Partnering, Philanthropy Writing and Events) and works with partners within OVPA and across the university to creatively tell UCL’s global impact story to some of our most important internal and external audiences.

**Purpose of the role**
We are seeking a highly motivated and creative Head of Communications to provide strategic leadership for OVPA’s advancement communications across all platforms and audiences. This includes creatively telling UCL’s global impact story, leading the communications and engagement strategy for some of UCL’s most important audiences (including our 300,000 global alumni community), owning and evolving a high profile campaign brand, developing digital communications and platforms, and advising senior leaders on campaign communications strategy.

Reporting to the Executive Head of Campaign and Supporter Engagement and working in close partnership with other team heads, this role offers a unique opportunity to be part of one of the largest philanthropic campaigns in Europe. The successful candidate will play a key role in developing the future identity and messaging of UCL’s Campaign activity, as we near the close of the current Campaign prepare for the transition of UCL’s President & Provost in 2021, and look ahead to UCL’s 2026 bicentenary.
Criteria for success
After twelve months in the role the successful candidate will be expected to have:

- Developed an in-depth understanding of advancement at UCL and the Campaign, including objectives, priorities, messages and brand attributes
- Built a thorough understanding of OVPA’s core audiences and led the team to implement new and effective methods of interacting with them
- Established strong collaborative relationships across OVPA and with key contacts across UCL, ensuring strategic alignment and establishing clear ways of working as required. In particular: team head counterparts in Events, Fundraising, Alumni Relations, Philanthropy Writing, Business Partnering and Donor Relations; UCL’s central Communications and Marketing team; and staff in departments and faculties with communications and engagement responsibilities
- Delivered the Communications elements for the close of UCL’s current Campaign, the transition of President & Provost, and the development of a transitional Campaign visual identity (across all channels), working closely with the central Communications and Marketing team to ensure alignment with overall UCL brand
- Maximised existing opportunities and developed innovative new ways to communicate UCL’s impact (and Campaign impact) to our audiences
- Delivered UCL’s 2021 alumni magazine, Portico, and overseen the further development of digital Portico
- Established strong and effective relationships with direct reports and provided clear leadership and development opportunities for the team

Main duties and responsibilities

Advancement Communications and Strategy
- Lead and manage a comprehensive advancement communication programme, ensuring communications activity supports OVPA fundraising and alumni objectives and engages our diverse internal and external audiences, including supporters, friends, advocates, 300,000 alumni, staff and students
- Ensure creative and consistent use of the Campaign visual identity and messaging across all channels
- Oversee, together with Executive Head of Campaign and Supporter Engagement and OVPA Leadership Team, the future direction of OVPA’s Campaign visual identity, in alignment with UCL’s overall brand, liaising with central Communications and Marketing to do so
- Oversee facilitation of communications best practice across OVPA, supporting and empowering colleagues in the delivery of their own communications where appropriate
- Working with the Advancement Business Partner and both Fundraising and Alumni Relations Head of Teams, oversee the facilitation of advancement communications best practice across wider UCL, including within faculties and departments
- Develop, execute and evaluate communications activity across all channels, including social media, e-newsletters, websites, video, digital and printed material, ensuring assets and initiatives are relevant to increasing giving, promoting alumni, advocate/volunteer, and donor engagement and telling the UCL advancement story to target audiences
- Manage a central communications schedule for OVPA
- Effectively communicate the impact of the Campaign at every opportunity, including the creation of impact reports and communications (print and digital) that reflect the accomplishments and impact of philanthropy while profiling our donors, alumni and recipients
- Oversee the delivery and future development UCL’s Alumni magazine, Portico (print and digital)
- Provide strategic review, copy editing and proofreading of communications materials produced by the team, upholding editorial standards of UCL and ensuring that messaging and tone are appropriate
- Produce written materials that capture and accurately reflect OVPA and UCL institutional tone, including speeches or op-eds for members of senior leadership, working closely with the Strategic Philanthropy Writer and the Head of Donor Relations to ensure all editorial content is aligned
• Oversee the management of crisis/sensitive communications with UCL’s supporter and alumni audiences closely with OVPA Senior Policy Advisor and central Communications and Marketing to coordinate OVPA response to wider institutional communications challenges
• Recommend longer term communications and marketing strategies to the Leadership Team based on performance of existing team activity and wider industry market intelligence, staying abreast of the latest trends in communications
• Represent OVPA and Advancement on cross-UCL Communications working groups as appropriate

**Project Management and Reporting**
• Balance and prioritise multiple requests for communications support and activity across OVPA, working closely with Executive Head of Campaign and Supporter Engagement to understand and assess competing priorities and effectively manage team resource
• Use project management systems to support coordination of day-to-day work and longer term projects across the team, proactively working with colleagues to evaluate opportunities for cross-team process improvements
• Review and analyse various forms of data to develop reports, track progress, and identify new opportunities that meet the strategic needs of OVPA
• Close management of Communications team budget, ensuring this is developed in line with strategic needs of OVPA
• Support OVPA’s activities to embed Advancement more strongly across UCL’s Faculties and Departments, working with Advancement Business Partner and Senior Campaign Relations Manager

**Collaboration and Team Management**
• Maintain strong and effective relationships with Head of Teams counterparts across the office to ensure effective flow of information and projects
• Motivate and manage the team, through coaching and developing, to create an environment which inspires and role-models high performance
• Collaborate and communicate regularly with all OVPA colleagues, central Communications and Marketing staff, and Communications colleagues located within Faculties and Departments, maintaining strong working relationships and maximising the use of resources
• Partner with Central Communications and Marketing to integrate Campaign, alumni and donor messaging into UCL’s primary communications platforms, ensuring alignment between advancement messaging and broader university brand standards (e.g. #MadeAtUCL campaign)
• Strategically collaborate with external branding, design and freelance firms as required and appropriate
• Interact with key donors, alumni, faculty, staff, students, and partners as required, representing OVPA with senior stakeholders

**General responsibilities**
• Act as a champion of OVPA’s values; role-modelling and promoting these behaviours as part of everyday practices in UCL
• Champion UCL’s equality, diversity and inclusion ethos
• Responsible for the people management, and financial and operational planning activity of your team
• Actively engage in OVPA’s culture of learning and development
• Support UCL’s Sustainability Strategy; conducting role in a resource efficient way
• Maintain an awareness and observation of Fire and Health & Safety Regulations
• Any other duties as are within the scope, spirit and purpose of the job, and as requested by the line manager.

*Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the post holder.*
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<td><strong>Experience and Knowledge</strong></td>
<td>Experience of managing a variety of communications channels for maximum impact, understanding target audiences and developing appropriate content and channels for them</td>
<td>An understanding of the role of philanthropy and alumni engagement in universities</td>
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<td>Proven ability to design and implement communications strategies, ensuring alignment with wider department/institution strategy</td>
<td>Experience of managing external suppliers and agencies</td>
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<td>Experience of interacting with and influencing senior leadership</td>
<td>Experience of working with customer relationship management systems</td>
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<td>Experience of working collaboratively with colleagues across a range of areas to create compelling and strategic content</td>
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<td>Experience of managing, mentoring or coaching staff and supporting career development, able to inspire and effectively direct others in their work</td>
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<tr>
<td><strong>Skills and Abilities</strong></td>
<td>Exceptional writing, editing and proofreading skills, evidenced by a compelling portfolio of writing</td>
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<td>Excellent organisation skills to manage multiple projects and deadlines and prioritise competing demands</td>
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<td>Ability to plan communications strategies for the medium and long term as well as on a day to day basis</td>
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<td>Initiative and creativity to develop engaging ways to tell stories, promote events and interact with audiences</td>
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<td>Ability to work effectively and appropriately with senior staff, academics, UCL friends and alumni, and other key influencers</td>
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<td>Ability to make the most of social and digital platforms to engage and interact with a variety of audiences</td>
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| **Attitudes and Approach** |
| Flexibility and adaptability in a rapidly changing environment |
| Works collaboratively and builds and maintains productive relationships with others |
| Strives for excellence and seeks to exceed the expectations of supports and customers |
| Creative and looks for new and different ways to deliver results |
| Remains focussed on results and impact |
5. How to apply

Excited? Get in touch.

To apply for this, or any other OVPA role, please visit our careers page: www.ucl.ac.uk/campaign/work-with-us

Queries
Should you wish to discuss this role further, please contact Kat Hageman, Executive Head Campaign and Supporter Engagement.

For any application process queries, please contact Timothy Ijoyemi, People Coordinator

Both can be contacted by email: ovpa.recruitment@ucl.ac.uk