

Level: Developing/Skilled

Indicative grade 5/6

Example job titles: Communications Assistant, Communications Officer

Experiences

Activities and responsibilities likely to be required when working at this level

Draft copy, under the guidance of more senior comms staff; Assist with the production of newsletters; Write/draft copy; Update webpages and/or intranet; Using digital communication channels; Organise general team support

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Hone writing, and proofreading skills; proofreading sharing key messages on digital channels; Read and recall UCL values, brand, house style etc; Develop basic skills in design/graphics software e.g. Adobe or free online resources (dependent on channels); Writing for the web/different channels.

Interactions with others

Attend Community of Practice and Communications Forum sessions to learn from more experienced colleagues; Observe best digital practice across web; being proactive in seeking out opportunities to support comms across your area.

Formal training

E-newsletter training session (external or internal provider); Proofreading training; Website CMS training (internal UCL provider); basic image editing in photoshop: Design/graphics software e.g. Adobe or free online resources (dependent on channels).

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values.

For further information, and more detailed indicators, search "UCL Ways for Working for Professional Services" on the UCL website.

Personal Excellence

Being able to recognise and report bullying, harassment and discriminatory behaviour.

Serving colleague and stakeholder needs as efficiently and effectively as possible.

Being consistent and doing what you say you will do.

Planning effectively so that work is delivered and others are not delayed.

Working Together

Being a collaborative member of your team.

Actively seeking out feedback and opportunities to develop.

Building rapport and being comfortable talking to others.

Being open to feedback to improve the quality of your work.

Achieving Our Mission

Understanding how your work fits in with others' and its importance in the wider context.

Bringing a positive attitude to change or innovation.

Working methodically, prioritising and managing a reasonable amount of tasks.

Planning effectively and recognising and flagging any delivery problems ahead of time.

Transferable skills and competencies

WRITING AND REPORTING

FOLLOWING INSTRUCTIONS AND PROCEDURES

DEVELOPING RESULTS AND SETTING CUSTOMER EXPECTATIONS

Level: Independent

Indicative grade 7

Example job titles: Communications Officer, Senior Communications Officer, Communications Manager, Faculty Communications Manager

Transferable skills and competencies

CREATING AND INNOVATING

PRESENTING AND COMMUNICATING INFORMATION

DECIDING AND INITIATING ACTION

Experiences

Activities and responsibilities likely to be required when working at this level

Deliver effective internal communications; Align local communications with broader strategic aims; Pro-actively network across UCL, and with external institutions and partners; Develop working relationships with external communications colleagues; Evaluate existing comms channels to maximise and deliver improvement where necessary; Supervise and deliver projects; Ideally supervise people. Put together and control project budgets.

Personal and professional development

Development options to consider when working towards this level

Learning by doing

Determine internal audiences and segment to tailor comms; Apply the visual identity; Audit requirements of internal comms audiences and make recommendations e.g. learning how to conduct and report on effective focus groups or surveys; Scoping new potential channels. Creating and managing project-related budgets.

Interactions with others

Build a network, discuss issues, challenges and opportunities with other practitioners; Undertake own CPD (e.g. through professional body) Attend external events and conferences e.g. Universities UK, Innovations and Marketing for HE. Build awareness of HE landscape in order to formulate appropriate messages.

Formal training

Analysis/evaluation training; Develop knowledge/best practice via CPD with professional bodies or, institutional training resources e.g. Lynda.com; Introduction to project management training. How to lead a project. Plan for undertaking a professional qualification.

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Personal Excellence

Being supportive and kind to others around you.
Persistently committed to providing a responsive and helpful service.
Taking time to appraise situations and to consult where necessary.
Having zero tolerance to bullying, harassment and discriminatory behaviour in teams.

Working Together

Delegating with appropriate guidance and encouraging initiative.
Giving timely, actionable feedback and seeking feedback yourself.
Promoting personal and professional development for yourself and others.
Finding creative ways to document and share solutions to standard situations and/or problems.

Achieving Our Mission

Willing to try new ideas which may improve outcomes.
Being clear on how your work and that of your team fits into overall UCL 2034 objectives.
Willing to work with teams from the extended UCL community on cross-institutional projects.
Working to a plan and knowing how individual tasks and responsibilities fit into it.

Level: Advanced

Indicative grade 8

Example job titles: Communications Manager, Faculty Communications Manager, Communications Business Partner

Experiences

Activities and responsibilities likely to be required when working at this level

Manage teams; Extensive knowledge in the field; Develop and deliver on internal comms strategy; Setting standards for internal comms best practice; Manage a programme of concurrent internal comms projects; Negotiating and influencing senior stakeholders to deliver internal comms strategy; Draft messages and scripts for leaders; Manage editorial calendars; Ability to plan and manage budgets; Align strategy with broader 2034 vision; Evaluating and reporting on progress on strategic aims. Professional qualification highly desirable.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Learn appropriate tone of voice for leadership messaging; Hone influencing skills, particularly with senior stakeholders presentation skills.

Interactions with others

Learn about good practice for comms strategies; Explore innovation in practice area.

Formal training

Leadership/ management training; Project or programme management training; qualification/ diploma from professional body.

UCL Ways of Working for Professional Services

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Personal Excellence

Responding proactively to the needs of colleagues and students.

Making inclusivity core to actions and decision-making for self and team.

Role-modelling an ability to balance work and personal needs.

Delivering on commitments to tasks and people.

Working Together

Listening closely, and speaking with clarity to colleagues, students and stakeholders to build rapport and credibility.

Sharing relevant knowledge and experience and encouraging those around you to do the same.

Empowering others by giving them freedom to act, and recognising their achievements.

Letting relevant colleagues, stakeholders and wider communities know what's happening at all stages.

Achieving Our Mission

Demonstrating clarity about how your work fits into the wider UCL mission and what you can do to support the 2034 goals.

Defining objectives and setting out clear and relevant future goals.

Being able to monitor and manage multiple projects.

Accepting accountability for your own decisions and actions.

Transferable skills and competencies

LEADING AND SUPERVISING

FORMULATING STRATEGIES AND CONCEPTS

PERSUADING AND INFLUENCING

Level: Senior

Indicative grade 9

Example job titles: Senior Communications Manager, Head of Communications

Transferable skills and competencies

PERSUADING AND INFLUENCING

ENTREPRENEURIAL AND COMMERCIAL THINKING

RELATING AND NETWORKING

Experiences

Activities and responsibilities likely to be required when working at this level

Set and direct internal comms strategy (based on department and institutional strategy); Guide senior leadership teams and provide expert input on comms matters, including institutional risk, reputational issues or crises; Manage complex large change projects and programmes; Network with other senior colleagues; Leading and developing teams; Taking an institutional view in decision making; Managing large budgets.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Build experience of major change projects; getting involved with crisis communication and institutional risk response teams; Enhance commercial and financial awareness.

Interactions with others

Network with senior colleagues across UCL and across other institutions; Extensive knowledge of the comms landscape inside and outside of the HE sector.

Formal training

Leadership training; Crisis Communications training; postgraduate qualification in communications (FCIM,FCIPR).

UCL Ways of Working for Professional Services

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Personal Excellence

Following through on commitments to people and tasks.
Having an adaptable and flexible approach, seeking ways to do things better.
Showing an active commitment to inclusion and diversity.
Visibly demonstrating supportive leadership.

Working Together

Encouraging others to pursue their development needs, and exploring options with them.
Being able to give, and receive timely and constructive feedback.
Proactively working with other people, teams and functions for the benefit of the institution.
Sharing information and keeping all relevant parties in the loop.

Achieving Our Mission

Providing a clear strategic direction and making sure everyone has what they need to get the job done.
Encouraging innovative ways of working that benefit the organisation, based on robust understanding of processes and practices.
Setting appropriate challenges and being clear around individual responsibilities.
Letting others take ownership of their decisions.