

Level: Developing/Skilled

Indicative grade 5/6

Example job titles: Communications Assistant/Communications Officer

Transferable skills and competencies

PLANNING AND ORGANISING

FOLLOWING INSTRUCTIONS AND PROCEDURES

WRITING AND REPORTING

Experiences

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

Draft content and post to social media; Day-to-day maintenance and monitoring of social media accounts, which would include curating and posting content across relevant channels; Flag/escalate issues when necessary; Implement communication plans using scheduling software where necessary; Perform administrative duties as required.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Familiarise self with UCL guidelines.

Interactions with others

Join Community of Practice to gain knowledge of main social media channels; Observe different social media activities from a variety of sectors.

Formal training

Awareness of different digital tools and platforms; Gain understanding of analytics or scheduling tools eg Google analytics; Instagram analytics.

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.

Level: Independent

Indicative grade 7

Example job titles: Communications Officer/Senior Communications Officer

Transferable skills and competencies

ANALYSING

PRESENTING AND COMMUNICATING INFORMATION

CREATING AND INNOVATING

Experiences

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

Create/ approve content; Plan and deliver social media campaigns using social media management tools, in line with wider strategy and goals; Oversight of social media activity with responsibility for escalating crisis where necessary; Analysing and reporting on social media activities; Delivering training for teams and other relevant stakeholders on request; Delegating where applicable; Supervise/manage team members and external consultants and agencies.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Understanding digital best practice and protocols; Using online channels to target groups, increase engagement and influence behaviour; Use of analytics; Social media scheduling software

Interactions with others

Become a core member of the Community of Practice and attend Lunch and Learns.

Formal training

Professional certificate/ qualification in digital comms or marketing eg CIM/IPA modules/ City and Guilds Social Media and Digital Marketing Qualification. Project management training. Plan for undertaking a professional qualification.

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values (see pages 10-11).

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

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: Social Media Manager/Communications Manager

Transferable skills and competencies

LEADING AND SUPERVISING

DEVELOPING RESULTS AND SETTING CUSTOMER EXPECTATIONS

DECIDING AND INITIATING ACTION

Experiences

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

Setting strategy and goals in line with UCL business objectives; Produce and evaluate comms strategies in line with faculty goals and UCL 2034 Strategy; Lead, sign off and report on social media campaigns; Crisis resolution with limited supervision, escalating to relevant senior leaders; Analyse social media analytics and use findings to inform strategy; Engage and manage team and external consultants/agency staff.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Supporting the production and evaluation of comms strategies in line with faculty goals and UCL 2034 Strategy. Keep up with emerging trends to ensure best mix of social media channels and up-to-date platforms.

Interactions with others

Networking and building relationships with Heads of Departments; attending and contributing to senior meetings.

Formal training

Professional diploma/qualification in digital comms or marketing eg CIM/IPA; Training on managing marketing budgets on campaigns or sponsored contents.

UCL Ways of Working for Professional Services

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

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.

Level: Senior

Indicative grade 9

Example job title: Head of Communications

Transferable skills and competencies

ENTREPRENEURIAL AND COMMERCIAL THINKING

PERSUADING AND INFLUENCING

FORMULATING STRATEGIES AND CONCEPTS

(see pages 8-9)

Experiences

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

Responsibility for leadership, innovation and new ways of thinking across communications; Produce policies to ensure effective use by multiple users; Lead, support and develop a team; Produce social media strategy in line with departmental business objectives; Responsibility for crisis planning and resolution, working with other senior UCL staff and stakeholders; Risk analysis and sign off for contracts or service level agreements.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Line managing a team; delivering strategies; plan and work to a budget.

Interactions with others

Senior team network; Chairing seminar groups; represent your department at institutional level.

Formal training

Management / leadership training/ financial or budget training.

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values (see pages 10-11).

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

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.