



**Communications Manager (Writer)**

**(2 year fixed-term contract)**

**Job Description and Person Specification**

**UCL – a university, a community, a world-class reputation...**

UCL is one of the UK's leading universities; a world-class multidisciplinary research and teaching institution, with 19 Nobel Prize winners among its staff and former students. Founded in 1826, UCL was the first university in England to admit students regardless of race, religion or gender. It continues to thrive on the creativity and diversity of its community which today comprises 8,000 staff, and 12,000 undergraduates and 7,000 graduate students from 130 countries across the globe.

Constitutionally part of the federal University of London, UCL is in practice an independent university, with an annual turnover of over £450 million. Its 70 departments span arts and humanities, social and historical sciences, law, architecture and the built environment, engineering sciences, mathematical and physical sciences, life and clinical sciences, and medicine. It includes academic units as diverse as the UCL Slade School of Fine Art, the UCL Bartlett School of Architecture and the UCL Institute of Child Health, which is associated with Great Ormond Street Hospital.

75% of UCL's departments received ratings of 'excellent' in national teaching quality reviews carried out between 1993 and 2001 and 60 departments achieved top (grade 5 and 5\*) ratings in the 2001 Research Assessment Exercise. As a result of its track record, UCL receives substantial funding from government and charities, and more than £250 million is currently being invested in state-of-the-art facilities for cutting-edge research and teaching.

Situated at the heart of one of the world's greatest cities, UCL's historic central campus in Bloomsbury is within easy reach of several rail and underground stations, the Eurostar terminal and Heathrow airport.

**UCL's Development & Corporate Communications Office**

The Development & Corporate Communications Office (D&CCO), comprising 50 members of staff working in Alumni Relations & Individual Giving, Major Projects, Corporate Relations (including Media Relations and Communications), Resources, Research and Corporate & Alumni Events, seeks to empower UCL to achieve its strategic goals. It builds productive relationships between UCL and networks of individuals both inside and outside the university, in order to promote, support, influence and sustain its growth and progress.

**UCL's Communications Team**

The Communications Team's role is to develop and maintain perceptions of UCL: identifying key audiences; devising the appropriate messages for and means of communication with them; delivering engaging, objective-oriented communications materials; and evaluating and adapting that programme of communication. The success of this programme relies on clarity of purpose and the ability to work closely and cooperatively with colleagues in the D&CCO and throughout UCL's administrative and academic departments.

The team's current primary function is the production of communications materials, from the development of strategy to delivery. The primary audiences for this material are current and former staff and students, donors and potential donors, and a general audience; the programme of communication seeks to encourage their interest in, involvement with and commitment to UCL, in accordance with the aims of the institution and its development programme. The team also advises and collaborates with others on communications strategies across the D&CCO and UCL.

The team performs these duties according to the following principles, ie that communications should be:

- driven by the objectives of the office and UCL
- shaped according to audiences
- integrated across media, as well as between personal and mass communication
- subject to quality-control mechanisms (eg visual, textual, production)
- when appropriate, aided by external expertise
- subject to demonstrable measurement of effectiveness
- subject to scrutiny with regard to accuracy, timeliness, ethical standards and legality.

This programme of activity is directed by the Head of Communications. Production is led by the Senior Communications Manager, and supported by the Assistant Communications Manager. Two other existing staff members are primarily concerned with editorial work.

### **The Communications Manager (Writer)**

The creation of two writing posts reflects UCL's desire to enhance its public profile and internal communication through UCL Online ([www.ucl.ac.uk](http://www.ucl.ac.uk)). The new posts will enable the Communication Team to increase significantly the volume of online news items it publishes, and to do so with improved timeliness.

The Communications Manager (Writer) must be highly creative, experienced and flexible. His or her focus is writing for the website and engaging the interest of those visiting the website in UCL and its many and diverse activities. He or she reports to the Head of Communications.

### **Principal Responsibilities**

The Communications Manager (Writer) is responsible for contributing to a programme of communications for specific audiences that encourages their interest in, involvement with and commitment to UCL, in accordance with the aims of the institution and its development programme. This involves:

- research, interviewing, writing, editing and proofreading for UCL Online News and Events, the President and Provost website, the Campaign for UCL website and the About UCL website
- research, interviewing, writing, editing and proofreading for printed communications materials, such as *UCL News* (for staff and students), *UCL People* (for alumni), *Our University* (a general introduction) and assorted other fundraising and promotional publications
- assisting colleagues in other departments to apply UCL's corporate 'tone of voice' to their communications materials
- other related activities as may be required, such as contributing to production, distribution and archiving systems.

### **The Person Specification**

The ideal person to hold this post would have:

- extensive experience of research, interviewing, writing, editing and proofreading for a variety of printed and electronic communications materials, within tight deadlines
- extensive experience of becoming familiar quickly with specialist – and often scientific – subject matter and convey it concisely and compellingly to audiences with wide-ranging degrees of interest and expertise, and through diverse media and formats
- the ability to write highly creative copy which conforms to UCL's corporate 'tone of voice'

- extensive experience of electronic communications as well as of the design and print processes
- extensive experience of working efficiently in a small team
- excellent interpersonal skills, including diplomacy and discretion, and the ability to liaise appropriately and effectively with staff and external individuals at any level of seniority
- a high degree of initiative, creativity, energy and enthusiasm, as well as excellent time-management and organisational skills, and the ability to work efficiently on numerous projects simultaneously
- familiarity with issues relating to higher education, particularly alumni relations, fundraising and internal communications
- familiarity with and experience of public relations and marketing, and the development and projection of institutional identity
- computer literacy, including understanding of and competency in word processing (eg Microsoft Word), email (eg Eudora, Outlook Express) and internet browsing (eg Netscape Navigator, Internet Explorer); familiarity with desktop publishing (eg QuarkXPress), database skills (eg Access), image manipulation (eg Adobe Photoshop) and internet production (eg Dreamweaver, Fireworks) would be advantageous
- a first-degree qualification or equivalent
- a commitment to UCL's goals and long-term success.

## **Remuneration, Tenure and Other Terms of Employment**

### **Salary**

The post is Grade 7, the salary for which ranges from £24,886 to £30,606 (excluding London Allowance of £2,400). Progression through the salary scale is incremental. Cost of living pay awards are negotiated nationally and are normally effective from 1 August each year.

### **Probation**

Appointments are subject to receipt of satisfactory references and a probationary period of 9 months. This position is funded on a fixed-term basis of two years.

### **Hours of Work**

Full time hours average 36.5 hours per week and times of work are as determined by the Head of Department.

### **Holiday**

Annual leave is 27 working days for a full time member of staff. UCL also closes for a period at Christmas and Easter, at which times staff benefit from a total of 6 'closure days' in addition to Bank Holidays.

### **Pension**

The postholder will be eligible to join the Universities Superannuation Scheme, which is a final salary scheme with a current employee contribution rate of 6.35% and an employer contribution rate of 14% of salary.

### **Season Ticket Loan**

A season ticket loan is available to staff who have successfully completed their probationary period with the facility to repay through a monthly deduction from salary.

### **Other Benefits**

Other benefits of joining UCL as a staff member are many and include:

- access to an extensive range of in-house staff development opportunities. Staff have full use of the UCL libraries and UCL operates a Study Assistance Scheme for those undertaking part-time work-related study
- an excellent location for transport networks being near Euston, King's Cross and St Pancras stations and a choice of underground stations connected to London's other mainline stations. A wide range of bus routes serves the area
- UCL lies in Bloomsbury, just north of Oxford Street, Covent Garden and the heart of the West End with access to shops, theatres, cinemas, bars and restaurants. UCL also has

- its own 550 seat West End arts venue (the UCL Bloomsbury theatre) which hosts drama, dance, music, debates and lectures during the year
- the main campus has subsidised cafeterias/bars and shops, gym, hairdresser and a travel agent. UCL staff can also benefit from corporate membership at a Tottenham Court Road gym.

### **Applications**

Applicants are requested to download an application form and the application exercises (available at <http://www.ucl.ac.uk/development/vacancies>), complete both and return them to Miss Gurjit Matharu, UCL Development & Corporate Communications Office, Gower Street, London WC1E 6BT, email: [g.matharu@ucl.ac.uk](mailto:g.matharu@ucl.ac.uk), tel: + 44 (0)20 7679 9202, fax: +44 (0)20 7209 0117.

Completed application forms and exercises must be received no later than 5pm on 25 January 2006. Only applicants shortlisted for interview (which is scheduled to take place on 6 or 8 February 2006) will be notified and sent samples of UCL Communications' printed publications.