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**JOB DESCRIPTION**

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| **Job Title** | Change Communications Manager |
| **Service** | External Relations Directorate  |
| **Grade**  | F |
| **Location and Hybrid working status** | Docklands campus  |
| **Reporting to** | Head of Communications |
| **Key working relationships** | Head of Change, change managers, project managers & sponsors, Associate Director Brand and Marketing.You will also be working closely with the Change Management team in Strategic Development & Delivery Directorate |
| **Contract type/ Hours**  | Permanent, Full time (35 hours) per week  |

Build your career, follow your passion, be inspired by our environment of success

**#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking [10-year Vision 2028 strategic plan](https://www.uel.ac.uk/about/vision-2028), orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**EXTERNAL RELATIONS DIRECTORATE**

We have built an External Relations Directorate that has brought together an integrated Communications & Engagement and Student Recruitment & Marketing service. The directorate is made up of several teams including Communications & Engagement, Marketing, Recruitment and Conversion, Outreach and Access, Change, and Transformation (Design and Digital), Events and Advancement, and the International Office.

We are looking for team members who will be part of the embedding transformation and innovative practice and enjoy working in an agile environment as we try and work towards a culture of the ‘continuous new’. This is an exciting opportunity as we prioritise building our global and UK profiles with key elements from Vision 2028.

**JOB PURPOSE**

As a skilled and Change Communications Manager you will be responsible for supporting the University’s change initiatives by developing and implementing effective communication strategies, that help us to deliver our ambitious Vision to 2028. This position involves collaborating with various stakeholders to ensure timely and transparent communication, fostering understanding, buy-in, and engagement among faculty, staff, and students. You will develop and implement change communications strategies, plans and activities, and ensure that the impact of those are measured and tracked. You will also play a critical role in helping to embed a culture of change within the University.

**KEY DUTIES AND RESPONSIBILITIES**

* To develop change communications strategies, collaborating with the change management team and key stakeholders
* To provide tailored messaging frameworks and communications plans for different audiences
* To implement change communications plans with clear, plain English engaging communications.
* To conduct stakeholder analysis to identify stakeholders and their level of influence and interest in change initiatives to support the development of tailored communication and engagement plans
* To provide communication support for training sessions, workshops, and other change-related events.
* To collaborate with internal comms and comms managers across the University to ensure alignment and consistent messaging
* To regularly monitor and report on the progress to stakeholders to ensure that change comms plans are on track
* To develop change comms templates and approaches that can be applied across the organisation

**Key accountabilities**

* Developing and executing change communication management strategies and plans
* Establishing and maintaining effective relationships with stakeholders
* Monitoring and evaluating the effectiveness of change comms activities and adjusting plans as needed to ensure success,

**Key deliverables**

* Development of comprehensive change communication strategies and plans that set out the approach to managing change initiatives
* Undertaking stakeholder analysis and developing engagement plans to effectively communicate and engage with stakeholders throughout the change initiative
* Collaborating with comms colleagues and relevant teams to design and execute innovative communications
* Keeping up with emerging change and communication trends and sharing best practices with the team.
* Establishing metrics for measuring the effectiveness of change communications and providing regular reporting on change performance to stakeholders
* Undertaking post-implementation reviews to evaluate the success of the comms and identify opportunities for continuous improvement

The duties and responsibilities outlined above provide a general overview of the range of tasks that a Change Communications Manager at the University of East London may be required to perform. Please note that this job description is not exhaustive, and additional tasks aligned with the role's grade may be assigned as needed.

The job description may also be updated to reflect changes in circumstances, and employees will be consulted if any amendments are required.

**All employees must adhere to all UEL policies and regulations, demonstrating a commitment to equal opportunities within a diverse and multicultural environment. Employees are also expected to actively contribute to building and maintaining a positive reputation for UEL in all their professional activities.**

**PERSON SPECIFICATION**

The University's Core [Values](https://www.uel.ac.uk/about/governance/ethical-framework) are **Passion, Inclusion, Courage**, and they are at the root of everything we do and everyone in our community is expected to demonstrate them.

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| Education and Qualifications | Essential  | Desirable |
| 1. Undergraduate degree or appropriate equivalent professional experience
 | **[x]**  | **[ ]**  |
| 1. Change management qualification
 | **[ ]**  | **[x]**  |
| Experience/Knowledge |  |  |
| 1. Change communications, organisational communication, or related field
 | **[x]**  | **[ ]**  |
| 1. Tailoring messages to diverse audiences with strong written and verbal communication skills
 | **[x]**  | **[ ]**  |
| 1. Effectively managing stakeholder relationships at all levels of the organisation, including senior executives, managers, and staff
 | **[x]**  | **[ ]**  |
| 1. Working collaboratively with project teams in a fast paced and dynamic environment and ensuring that change initiatives are integrated into project plans and delivered effectively
 | **[x]**  | **[ ]**  |
| 1. Analysing data and provide reporting on communication performance and insights
 | **[x]**  | **[ ]**  |
| 1. The use of MS Office applications (specifically Word, Excel and PowerPoint)
 | **[x]**  | **[ ]**  |
| Skills/Abilities |  |  |
| 1. Ability to think strategically and ability to translate complex ideas into simple, compelling messages.
 | **[x]**  | **[ ]**  |
| 1. Proven ability to develop and implement change communications plans in a complex and fast paced environment
 | **[x]**  | **[ ]**  |
| 1. Excellent communication and influencing skills and the ability to inspire and motivate stakeholders to embrace change
 | **[x]**  | **[ ]**  |
| 1. Strong analytical and problem-solving skills
 | **[x]**  | **[ ]**  |
| 1. Ability to write clearly, concisely and compellingly is crucial
 | **[x]**  | **[ ]**  |
| 1. Empathy and the ability to understand how change will be perceived and received by different stakeholder groups
 | **[x]**  | **[ ]**  |

**Further Information:**

UEL is an inclusive equal opportunities employer and are proud of our Equality, Diversity and Inclusivity achievements. We expect all employees of UEL to accept our EDI policy and will not tolerate discrimination in any form. As an employee of UEL, we expect you to follow all relevant Health & Safety policies.

We're a disability confident employer and value all applications. Please let us know if you require any reasonable accommodations throughout the recruitment process.