



Head of Communications and Public Affairs Job Spec

About University Alliance

University Alliance is a mission group, representing and supporting modern civic universities with a professional and technical focus. We are well respected as a thoughtful and constructive force in the higher education sector and are committed to becoming a much stronger lobbying force within the sector, and for our members.

Alliance universities have been proud leaders in technical and professional education since the industrial revolution and are still crucial to the success of cities and sectors today, providing flexible and responsive R&D to businesses of all sizes and solving the problems facing society locally, nationally and across the globe. For more information, please visit: www.unialliance.ac.uk

A new Head of Communications & Public Affairs is sought to lead the communications and public affairs function of the organisation and build on its strengths. This is a senior leadership role working with the new CEO to support the delivery of a new organisational strategy. You will develop and deliver a proactive communications and public affairs strategy to promote the University Alliance brand, champion the strengths of UA members, secure positive media coverage and generate stakeholder and political influence for our policy messages. In doing this, you will engage Government, Parliament, Whitehall, Devolved Administrations, funding councils, national academies, industry representatives and the media.

You will also provide support to the Chief Executive as part of the Senior Management Team with line management responsibilities for 1-2 members of staff.



Our Objectives

As a mission group, we champion technical and professional universities, and lobby national and local government on their behalf.

- We promote the value of Alliance universities to the UK and government policy goals in the context of Brexit, the Industrial Strategy and devolution to the nations of the UK and the English regions.
- We maintain excellent links with decision-makers and influencers to shape policy. We establish robust, evidence-based positions and use these to influence the policy debate.
- We collaborate on projects that benefit our students, showcase our strengths and support our policy arguments.
- We support our members with lobbying at the local, regional and national level.

Our Values

We are passionate about what we do and ambitious to achieve excellence across our mission.

We are open-minded and entrepreneurial – willing to consider new ideas, work with partners and to innovate.

We provide opportunity for all, embrace diversity, and work openly, honestly and constructively for the good of UK higher education, and to maintain its profile and reputation in the UK and globally.

The Role

The Head of Communications and Public Affairs will lead the communications and public affairs function of the organisation working closely with the CEO, Policy and Programme Teams as well as teams across our membership.

Main responsibilities

- To develop and implement an effective communications strategy for strengthening the University Alliance (UA) brand and voice, championing the strengths of UA institutions, and providing a collective voice for our members.
- To develop and deliver effective public affairs, engagement and campaign strategies to influence Government, Parliament, Whitehall, Devolved Administrations, funding councils, national academies and industry representatives in support of our agenda.
- To effectively line manage and develop members of staff.
- To work effectively with the UA Policy and Programme Teams to ensure all communications and public affairs activities and engagement are accurate, relevant and effective.
- To build close and trusted relationships with national, specialist and sector media, securing consistent and positive media coverage for our policy messages and effectively managing and rebutting negative stories.
- To oversee all UA's owned and earned channels to ensure content is relevant, engaging and impactful for current and new audiences.
- To build an effective and trusted network of communication and public affairs colleagues across our membership.
- To play a key role as a member of the Senior Management Team in leading and shaping the longer-term strategic direction of the University Alliance.



- To present at Member Board meetings on the work of the Communication and Public Affairs Team.
- To effectively represent the organisation at key meetings with key partners and stakeholders.

Main terms and conditions

This position is a permanent, full-time position. University Alliance staff benefit from generous terms and conditions including 25 days' leave plus 7 concessionary days (supplementary to bank holiday), flexible working practices, pension scheme and a commitment to investing in and developing staff.

Principal location of work: University House, 109 -117 Middlesex Street, London, E1 7JF.

Line manager: Chief Executive Officer, Vanessa Wilson.

Probation period: 6 months.

Starting salary: c. £50,000 per annum.

Conditions: full-time, permanent.

Application Deadline: 11.59pm, Monday 6th May 2019.

Application process: to apply please download the application form provided on our website and follow instructions provided.

Please send the completed application form with the subject line 'Head of Communications and Public Affairs' to info@unialliance.ac.uk by the deadline date.

Interview: Interviews will be held on Monday 13th May 2019.

Person specification

Specification	Essential	Desirable
1. Education/Training	Degree-level qualification and / or equivalent qualifications or experience	Postgraduate qualification
2. Relevant Experience	<p>Substantial experience in a senior PR / external affairs / communications, media and public affairs role</p> <p>Media management</p> <p>Deploying various communication channels, techniques and content to target and engage specific audiences</p> <p>Managing and developing effective teams/ individuals</p> <p>Experience of working at senior / national level and with Government and / or politicians and senior stakeholders</p> <p>Proven capability to develop and deliver effective communication and public strategies to deliver strategic organisational priorities</p> <p>Proven networking ability at a senior level</p>	Experience of national HE communications issues
3. Relevant Skills/Aptitudes	<p>Proactive self-starter</p> <p>Results and outcomes driven</p> <p>Creativity and innovation in deploying communications to deliver strategic priorities</p> <p>Excellent written skills</p> <p>Confident communication skills</p> <p>Ability to work effectively with and through others</p>	
4. Special Requirements	<p>Interest in higher education policy and the sector</p> <p>Understanding of Government and Whitehall</p> <p>Ability to work under pressure</p> <p>Self-motivated and able to use initiative</p> <p>Ability to work as part of a small team</p> <p>Professional approach</p>	
5. Other	Confident, open approach to dealing with colleagues of all levels, internally and externally	