

# Strategic Communications and Campaigns Lead:

Recruitment pack

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## A message from our CEO, Vivienne Stern

Universities UK (UUK) is the collective voice of universities in England, Scotland, Wales and Northern Ireland. We bring them together to pursue a common cause: thriving universities, serving society.

My journey at UUK started as a Parliamentary Officer and I have progressed through the organisation from there, with the opportunity to work across a range of different teams, up to becoming CEO. This is testament to the fact that at UUK we support our people to succeed, helping us achieve our ambitious goals as an organisation as a result.

At UUK we believe that supporting our people to succeed involves prioritising wellbeing at work and being an inclusive employer. We employ a total of just under 160 staff across the UUK Group. In our 2023 staff survey, I am proud that we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

I am continually inspired by the passion and talent of the team at UUK. If you care about higher education, its ability to transform people's lives and its impact on wider society, then, in my opinion, there is no better place to do it than here.

# Who are we?

At Universities UK, we harness the power of the UK's universities and create the conditions for them to thrive. We are the collective voice of 141 universities, bringing them together to pursue a common cause: thriving universities, serving society.

This mission forms the core of our strategic plan which runs to 2030 and sets out our ambitions for the sector. Our influence, convening power, and insight will enable our universities to:

- transform the lives of more people from the UK and around the world through high-quality education.
- drive greater growth and prosperity through the knowledge and skills they generate, creating places that allow communities to flourish.
- be globally competitive centres of research, at the forefront of making ground-breaking discoveries with the power to change our world.

To help them achieve this we will:

- secure sustainable funding that enables our universities to serve society better.
- build trust and confidence that our universities are a national asset to be proud of and are acting in the best interests of society.



# Role description

**Post title:** Strategic Communications and Campaigns Lead

**Responsible to:** Deputy Director, Communications and Campaigns

**Salary:** £60,533 – £67,256 (dependant on experience)

**Location:** London

**The team:** Communications

**Job summary:**

UUK is the collective voice for 141 universities in England, Scotland, Wales and Northern Ireland. As world leaders in research, teaching and innovation, our universities have a fantastic story to tell and will continue to be vital in the government's growth and opportunity missions. Working with its members, Universities UK is embarking on a major programme of work to shift the dial on perceptions of higher education over the next four years. It's a really exciting time to join us.

We are seeking a dynamic and forward-thinking Campaigns and Strategic Communications Lead to drive the execution of our new communications strategy. Working as a senior adviser into the Deputy Director of Communications and Campaigns, you'll lead a team to plan, implement and evaluate our campaigns in alignment with our organisational goals and communications strategy.

We're looking for an experienced communications adviser with a sharp strategic mind and a proven pedigree in devising and executing campaigns that utilise policy activity alongside the full mix of communications disciplines to influence stakeholders in a political environment.

You'll have a passion for shaping narratives that resonate. And, as the leader of our Campaigns and Content team, you'll have experience in managing and maximising owned channels, including web, publications and social media.

## **Main responsibilities:**

### **Campaign strategy and delivery**

- Plan and deliver integrated campaigns that effectively align our policy objectives with our communications strategy
- Use a deep understanding of UUK's communications, campaigns and digital strategy and how these can drive influence, to define objectives, target audiences, messaging and KPIs
- Responsibility for the team's production of campaign materials and assets which achieve visibility and impact across print, digital, social media and UUK publications
- Engage with industry stakeholders, monitor industry trends and use both this engagement and the stats to feed into campaigns strategies and stay ahead of the curve
- Effectively manage projects, coordinating internal teams so that campaigns are delivered on time and within budget
- Build and maintain productive relationships internally and with UUK's members in support of our campaign execution, acting as an effective and influential advocate for UUK's activity

### **Leadership of the Campaigns and Content team**

- Lead the four strong Campaigns and Content team, setting the approach and work programme for the team and developing their skills and experience
- Oversee the design and production of high impact content, including UUK publications and reports
- Leverage our digital platforms to maximise their impact and influence in support of our strategic objectives
- Ensure consistency in tone, voice and messaging across all platforms
- Oversee the work of the web content officer ensuring our website meets best practice in areas such as accessibility, GDPR and SEO, and advise internal colleagues on ensuring their content meets these standards
- Set a strategy to enhance the impact and performance of our website and social media channels,, including identifying how those channels need to evolve to fit today's digital landscape
- Hold the budget for web development and subscription services
- As line manager, support the Web Content Officer as required in their work with intranet maintenance and website support partners, including oversight of contracts

### **Content Creation and Messaging**

- Lead the team to craft compelling content in support of our campaigns
- Translate complex ideas into clear, engaging narratives

- Create stories and narratives which cut through to earned channels, including media
- Ensure UUK owned content effectively represents our diverse membership

### **Evaluation**

- Set campaign KPIs
- Measure and evaluate effectiveness and generate insights to inform future campaigns and new ways of working
- Prepare reports and presentations for stakeholders and leadership

### **Additional responsibilities**

- Take part in the press office on call rota to support out of hours media enquiries – roughly one week in six
- Chair a cross-organisational group of individuals responsible for different digital channels, driving partnership working between different channel leads

### **Compliance and governance**

- to take responsibility for own health and safety in line with UUK H&S policy and current legislation and undertake such responsibilities as they relate to any employees, volunteers or contractors for which the post is responsible.
- to ensure compliance with UUK's internal procedures and all external legal requirements.

### **Personal effectiveness**

- to take responsibility as far as is practical for own personal development to ensure that personal knowledge and skills are updated to ensure effectiveness in meeting work objectives.

### **General**

- to show respect to colleagues, external partners and stakeholders, and to understand and adhere to UUK's Equal Opportunity policy, UUK Staff Standards of Conduct, and UUK's organisational capabilities.
- to work collegially, and to support all the teams which the post has contact with, in achieving the organisation's objectives.
- any other duties commensurate with the grade and level of responsibility of this post, for which the post holder has the necessary experience and/or training.
- This job description will be reviewed and amended in the light of changing professional demands. A job description is not a rigid or inflexible document but acts to provide guidelines to the duties expected while in post.

# Person specification

## Essential skills:

Essential skills	Assessment
<b>Specialist</b>  Extensive experience in strategic or campaign-based communications, preferably in an advocacy, nonprofit or political setting	Application form  Interview
<b>Specialist</b>  Proven track record of developing and executing successful communication strategies across the full mix of comms channels and advising on these strategies at a senior level	Application form  Interview
<b>Specialist</b>  An inspirational manager and evidence of coaching to raise performance levels at an individual and team level. Line management experience	Interview
<b>Communication oral and written</b>  Exceptional writing, editing, and storytelling skills	Application form  Interview
<b>Interpersonal and Team working Skills</b>  Experience and ability to work collaboratively, supporting direct team members and colleagues in the wider organisation	Application form  Interview
<b>Interpersonal and Team working Skills</b>  Ability to lead a team, shaping their work plans and prioritisation, while delegating tasks appropriately	Interview



<b>Planning and Organisation</b>  A track record in planning strategies based on desired outcomes and using insight or analytics to set the direction of that strategy	Application form  Interview
<b>Planning and Organisation</b>  Highly organised; ability to manage multiple projects and deadlines in a fast-paced environment and lead the team to do the same	Application form  Interview
<b>Sector and Subject Awareness</b>  Project management skills – ability to establish timelines, budgets, and resources to ensure campaigns are delivered on time and within scope working to the Deputy Director of Communications and Campaigns	Application form  Interview
<b>Sector and Subject Awareness</b>  Proficiency in digital communication tools and platforms, including social media and paid media strategies	Interview
<b>Sector and Subject Awareness</b>  Understanding of digital marketing channels, SEO principles, website management and web regulatory considerations	Application form  Interview
<b>Sector and Subject Awareness</b>  Knowledge of traditional media and the ability to translate campaign activity into news stories that cut through	Application form  Interview
<b>Sector and Subject Awareness</b>  Knowledge of analytics tools for measuring communication impact	Interview

<b>Personal qualities</b>  Flexible to the needs of the organisation with the ability to prioritise workload and maintain a consistent level of quality and accuracy	Interview
<b>Personal qualities</b>  Driven; willing to tackle demanding tasks and work under pressure.	Interview
<b>Personal qualities</b>  Strong analytical and problem-solving skills	Interview
<b>Other requirements</b>  Available for occasional out-of-hours work including some evenings and weekends as part of the press office rota (around one week in six).	Interview
<b>Other requirements</b>  Experience in, or sympathy with, the role of the higher education sector	Interview
Demonstratable experience of embedding inclusivity into your work.	Application form  Interview

### Desirable skills:

Desirable skills	Assessed by
<b>Sector and Subject Awareness</b>  Experience with project management tools (e.g., Asana, Trello, Jira).	Interview

# Working at UUK: Benefits

If you care about higher education, its ability to transform people's lives and impact wider society, joining our team is a great opportunity.

Universities play a huge part in our everyday lives, and we want to help them make even more of a difference. We bring together leaders of UK universities to discuss higher education issues and represent and campaign on their behalf to the government, business, the media and beyond.

People drive our success, and we value everyone's work.

Universities UK operates a hybrid working framework involving the opportunity to work from home and in the office. There will be a small number of roles where employees will be required to work from an office, but typically the majority of employees will be able to work remotely on average 60% of their working week. All employees are welcome to use their contractual office for their whole working week if that is their preference.

*"I joined Universities UK three months after leaving university, and I immediately felt so welcomed and supported. I've been given opportunities to develop new skills, get involved in such a variety of interesting projects and work with colleagues across the organisation. It's a really friendly place to work and I feel trusted and valued to put my own views and ideas into practice."*

Sofia Henderson, Senior Content Producer

**TO FIND OUT MORE ABOUT STAFF BENEFITS AND WELLBEING, VISIT OUR [WORKING AT UUK PAGE](#)**

# Staff benefits

## Leave



- 27 days annual leave rising to 30 days after 3 years' service and 32 days after 5 years' service plus bank holidays.
- 4 closure days between Christmas and New year.
- 2 days paid leave each year for volunteering activities

## Well being



- Access to 24 hour 7 day a week Employee Assistant Programme which extends access to close family.
- Virtual Medical Care – 24 hour access to GP consultations.
- Mental Health First Aiders.
- Staff network groups.

## Financial wellbeing



- Interest free season ticket loans after 6 months.
- Staff benefit fund loan scheme
- 'learn for you' – claim **£100 each** year tax free towards hobbies and activities outside of work.
- Funding support for continuing development, up to 2/3 of course costs paid with the remaining funded through an interest free loan recovered through monthly pay.
- Generous pension scheme (USS or SAUL depending on role).
- Salary sacrifice Cyclescheme.
- Salary progression plans.
- a £45 contribution every two years towards eye tests and the purchase of glasses where required.

## Home working



- Hybrid Working policy – 40% of time averaged over a month to be spent in the office or meeting face to face with stakeholders, allowing 60% of time to be worked from home.
- Support for homeworking set up.

## External schemes



- Charity worker discounts.
- Apple hardware discount scheme.
- Access to Able Futures for mental wellbeing support.

## Our office facilities



- Tea/coffee/milk provided for refreshments.
- Kitchens available in all offices with access to fridges and microwaves.
- Shower facilities available (London and Cardiff).
- Cycle storage facilities.



# Equality, diversity and inclusion

We want every member of staff to feel that they belong, can be themselves and that their opinion counts.

We can only reach our ambitious goals with multi-skilled, multi-experienced teams. Different perspectives make our work better.

What unites us is a passion for higher education and the enthusiasm to spread the message about the positive impacts UK universities have on our society.

We are committed to the equal treatment of all current and prospective employees and do not condone discrimination on the basis of age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership. We aspire to have a diverse and inclusive workplace and strongly encourage suitably qualified applicants from a wide range of backgrounds to apply and join UUK.

## An equal, inclusive and diverse place to work

Equality, diversity and inclusion help create new ideas and approaches to teaching, learning and research. With that in mind, we're building a culture where difference is valued. We're constantly evolving the programmes and tools that help all employees grow and manage rewarding careers.

**TO FIND OUT MORE ABOUT EQUALITY, DIVERSITY AND INCLUSION AT UNIVERSITIES UK,  
READ OUR [INCLUSION AND DIVERSITY ACTION PLAN](#)**

# Staff engagement and wellbeing at work

## Staff engagement

In our 2023 staff survey, we scored higher than similar organisations for caring about our employees and treating them with fairness and respect, and that 86 per cent felt proud to work for UUK.

## Wellbeing at work

We care about the mental health and wellbeing of all our staff. Having open and honest conversations about mental health is important to us. Our commitment to staff wellbeing includes:

- Training some members of staff to become mental health first aiders so they are there for colleagues who need support and advice.
- Raising awareness by recognising Mental Health Awareness Week with external speakers, opportunities to come together and talk and take part in activities
- Training for managers and all staff on mental health awareness
- Employee Assistance support helpline.



Universities UK is the collective voice of 141 universities in England, Scotland, Wales and Northern Ireland.

Our mission is to create the conditions for

UK universities to be the best in the world; maximising their positive impact locally, nationally and globally.

Universities UK acts on behalf of universities, represented by their heads of institution



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