
Job Title Communications Manager for the National Innovation Centre for Ageing	Position Number
Academic / Service Unit National Innovation Centre for Ageing (NICA)	Effective Date
Faculty / Central Services Medical Sciences	Grade Vacancy Ref F A56260A

Main Purpose

A demanding and challenging operational role requiring strong programme management skills, the post holder will be responsible for the development and delivery of a programme of communications activities in support of the work of the National Innovation Centre for Ageing, to raise the Centre's profile and ensure that the ageing innovation agenda is promoted and that success stories are highlighted and communicated to a wide audience both internally and externally.

The post holder will co-ordinate the Centre's communications efforts to ensure consistency with the wider Centre strategy; liaise with high-profile stakeholders and interpret and disseminate results of the project to a range of audiences, both specialist and non-specialist; and will undertake work to ensure that all project communications meet the standards required by funders.

Main Duties and Responsibilities

1. Carry out stakeholder, competitor, specialist and, working with the Business Development Managers (BDMs), beneficiary analysis; and advise the Director, Deputy Director and Operations Lead on the positioning of the Centre in the UK and internationally in light of intelligence gathered.
2. Work with knowledge specialists to develop key policy briefings and thought leadership papers on subjects of particular interest, with the aim of raising the national and international profile of the project and the wider National Centre and positioning the project as a highly effective element in the delivery of innovation in Ageing.
3. Working closely with the Centre's other staff, managers and leadership, oversee the development of the project's online resources and media channels, including its web presence, blogs and social media channels, ensuring that the Centre's platform effectively promotes the project's news, is up to date and it has consistency and impact of messages.
4. Oversee the production of Centre publications, including writing and gathering copy appropriate for a diverse range of different audiences. Taking the lead on developing publications such as narrative project reports, newsletters, brochures and literature, which promote the Centre's work.
5. Develop a broad understanding of ageing research and innovation and work with colleagues internally and within beneficiary organisations, to proactively prepare press-releases and case studies that demonstrate the success and impact of the work, taking in to account the branding needs of all stakeholders, particularly the National Centre.
6. Identify, with beneficiaries, and highlight key achievements and outcomes emerging from the work of the project in order to raise the profile of the National Centre, and working with the NUIA Communications Manager, of the Institute and the University's Ageing Societal Challenge Theme.

7. Manage, with the Centre business development staff, a system to ensure that appropriate promotional material is developed, maintained and available at public and external events to maximise awareness of the project and the associated work of the National Centre.
8. Build and maintain relationships with key external stakeholders, particularly beneficiaries encouraging and influencing them to engage with and support the projects communications and media programme, the key audiences being the potential beneficiaries, partners, knowledge specialists, funders and policy makers, as part of the wider National Centre programme.
9. Work closely with other members of the national centre staff to develop the communications activities of the project in the context of the wider National Centre programme.
10. Manage the social media activity of the project in the context of the wider programme of National Centre social media activity.
11. Manage a database of relevant success stories and case studies, which holds contributions from Innovation Associates, ensuring that accurate records are kept of positive news stories and events relating to co-operative projects, related beneficiaries and success stories, for use in marketing and project reporting.
12. Review the database regularly, working with colleagues to identify good news stories that could be used across internal communications/events and external PR (brochures, web and social media channels). Working with a variety of colleagues to develop write and create new content for business development, reporting and general dissemination, as appropriate.
13. Support the creation and maintenance of a photo, video and case study library for use in publications and marketing materials.
14. Work closely with other key communications colleagues across the University, including NUJA, University Press Office, the Marketing and Student Recruitment Directorate and the Public Relations Directorate, to ensure coordination of efforts in the promotion of ageing-related research, and raise the media and general public profile of the project.
15. Develop and maintain the Centre's Communications Strategy in line with the Centre's brand guidelines.
16. Any other duties within the constraints of the job grade as directed by the Programme Manager and the Centre's Communications Lead.

Dimensions

Staff

There is not normally any responsibility for managing other staff, but the post holder would supervise any temporary support required to assist them with special projects or events.

Financial

The post holder will be responsible to the programme manager for the effective and efficient management of a communications budget to profile, for ensuring that all communications procurement accords with funder regulations and all necessary evidence is retained to allow for the full justification of any appropriate funding claims.

Internal Customers

These include all members of the National Centre's team, particularly the leadership team, Newcastle University research staff supporting projects and administrative staff supporting wider contractual arrangements.

External Customers

Staff of client and potential client organisations; members of the Centre's network of Higher Education, NHS, local government, voluntary, community and commercial organisations; the national innovation community, other organisations linked to collaborative project activity; and members of the Centre's insight panel.

Administration

The post-holder will be located off the main campus with the rest of the national centre team.

Attend programme and operational management meetings.

Lead on or support events as required.

Attend co-operative project review meetings.

Maintain the Centre's website and associated social media presence

Planning and Organising

It is expected that the post-holder will work with minimal supervision on a day-to-day basis but will regularly report progress and plans to the Centre's management team.

The post-holder will be expected to plan and set their own short and long-term priorities according to the needs and strategic goals of the project and the wider Centre.

Decision Making

The post-holder will be a self-starter, responsible for the day-to-day operational decisions regarding the resources and activities for which they have responsibility.

The post-holder will have good political awareness to ensure messages being related are always appropriate, exercising judgement as to whether matters can be actioned immediately or require bringing to the attention of more senior colleagues.

Internal and External Relationships

Internal

Business development and Innovation Associate staff within the Centre when leading or supporting the delivery of events, publications and case studies.

Senior Managers and knowledge specialists for the supply of information on key messages and lines to take in stories or briefing material.

Colleagues in Newcastle University Institute for Ageing (NUIA), in particular the Communications Manager.

Colleagues in Corporate Affairs and Marketing and Publicity for the development of articles for press-release relating to Newcastle University, and publicising the project through University-managed media (e.g. NU Connections),

Administrative colleagues in academic units for the dissemination of appropriate news through their own communication channels.

External

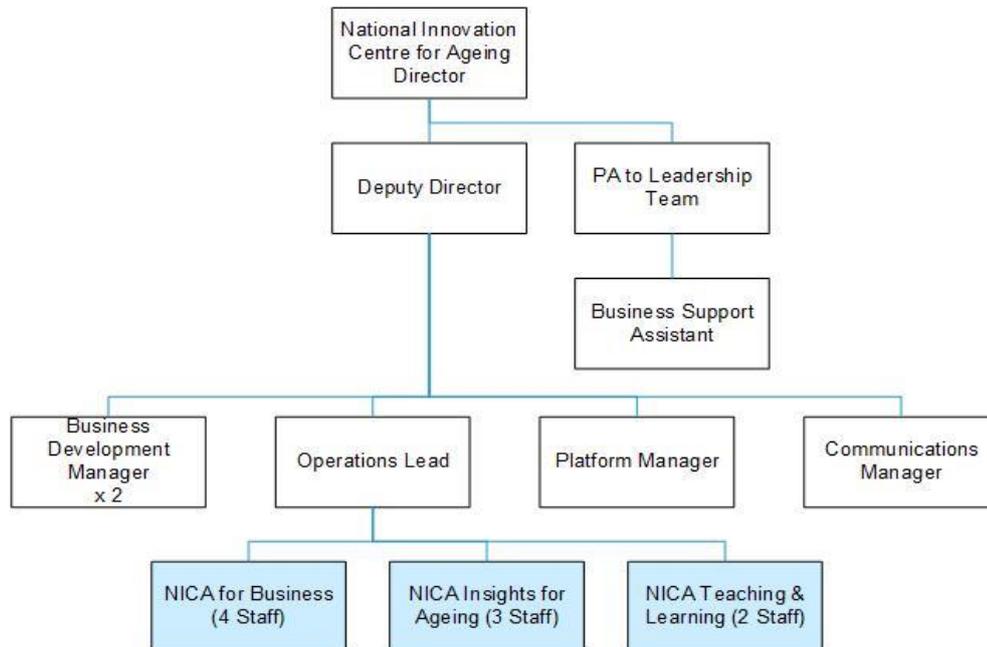
Key stakeholders, funders, members of the public.

Decision makers in partner and client organisations when negotiating the content of good news stories, press releases and case studies.

Other Relevant Information

The post-holder will be supported and expected to develop and maintain a strong generic understanding of current issues in ageing and in innovation practice, as it relates to the activity of the project and the wider Centre.

Organisation Chart



*NB currently not all positions have been recruited.

Person Specification

Knowledge (including qualifications)

Essential

- Demonstrable knowledge of a range of marketing and communications channels and techniques.
- Degree in a science area relevant to the core strategy of the Centre.
- High degree of political awareness.
- Understanding of ageing as a driver for change and of the need for innovative responses.
- Understanding of the needs of a wide range of audiences.

Desirable

- Relevant communications/marketing qualifications, eg CIM Professional Diploma, or equivalent.
- Knowledge of University systems and procedures.
- Knowledge of the ageing landscape in relation to funders and stakeholders.

Skills (professional, technical, managerial, practical)

Essential

- To be proactive and seek out relevant stories and activity and actively engage and promote these internally and externally.

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- Excellent written and oral communication skills, including a command of grammar, spelling and punctuation, and the ability to write creatively for publications, and concisely for the website and report writing.
 - Well-developed writing and editorial skills, with the ability to adapt editorial style to suit different audiences.
 - Confidence and professionalism in personal interactions with colleagues and a friendly demeanour, able to establish and maintain good working relationships with colleagues and others at all levels whilst having the ability to negotiate and influence where appropriate.
 - Ability to work closely with other staff, both within and outside the University, to ensure high-quality communications.
 - Excellent analytical skills and the ability to spot and capitalise on competitor and stakeholder trends.
 - Advanced IT skills including the use of Microsoft Office suite, in particular Word, Excel, and Outlook, and a high level of competency in researching information using the internet.
 - Ability to work independently and as part of a team.
 - Effective in working on own initiative and in juggling a busy workload, involving the management of multiple tasks.
 - Excellent planning, organisation and time management skills.
 - Meticulous attention to detail.
 - Excellent problem-solving skills and use of initiative.
 - Outstanding team working skills.
 - Proven ability to use initiative, to think strategically and to adopt an active approach to problem solving
 - Capable of working under pressure with minimum supervision.

Desirable

- Ability to research, collate and understand new information quickly and to communicate it in a variety of easily-accessible formats.
- Proven project management skills.
- Proficiency in the full range of Adobe Creative Suite applications.

Experience and Achievements (paid or unpaid)

Essential

- A proven track record in the production of print and online publications and publicity materials.
- Experience of managing and monitoring social media channels.
- Experience of working with databases, web-management software and desk top publishing.
- Experience of working in a customer-focused environment.
- Experience of working to tight deadlines.
- A proven track record of being a successful team member.

Desirable

- Experience in a science communication or similar role.
- Experience of working with the press to secure high quality coverage.
- Experience of working in a multi-disciplinary, collaborative environment.

Other

Essential

- Willingness to devote considerable energy to the appointment and to accept a serious commitment to the aims of the project and the wider Centre.
- A flexible approach to work, including a willingness to attend and assist with events held in the evening and at weekends.
- Flexible and adaptable in working with different disciplines and coping with changing and conflicting priorities

Behaviours (Success Factors)

<i>Name</i>	<i>Typical Behavioural Indicators</i>
Influencing	Builds relationships with key players both internally and externally in order to gain support. Uses a variety of influencing styles to suit the audiences. Develops plans and strategies for influencing and persuading stakeholders. Thinks about the desired impact required and plans and prepares a suitable approach.
Gathering information	Uses benchmarking to analyse external practices and to identify opportunities. Gains a deeper understanding of the issues affecting the organisation through various methods/sources. Talks to all relevant stakeholders; students, academic team, suppliers, public, in order to find out what is needed. Collects relevant and available information from as many sources as possible. Condenses large amounts of data into key issues. Pieces together information to identify trends.
Thinking Strategically	Sees the bigger picture. Understands and makes sense of complex or conflicting data and different perspectives of stakeholders and University areas/faculties etc. Works through the implications of situations in order to identify the most appropriate way forward in order to meet strategic goals. Understands the key aims of own area and how it relates to own job and responsibilities. Thinks about the mission and vision of the University and implications in day to day work.
Communicating	Disseminates key organisational messages to staff and colleagues internally and externally and ensures understanding. Creates a cohesive image and brand through effective communication at all levels. Recognises the importance of excellence in communication and encourages others to do so. High impact presentation style used in appropriate settings. Tailors content of communication to the audience, changing style, format and tone appropriately.

For full details about this vacancy and essential information on how to apply, visit our Job Vacancies web page at <http://www.ncl.ac.uk/vacancies/>

JOB DESCRIPTION



Signatures:

	Signature	Name in Capitals	Date
Job Holder:			
Manager:			
Head of Unit:			