

Indicative grade 5/6

Example job titles:

Level: Independent

Indicative grade 7

Example job titles: & R P P X Q L F D W L R Q V 2 I ¿ F H U 6 H Q L R U & R P P X Q L F D W L R Q V
 Manager, Faculty Communications Manager

Transferable skills and competencies

CREATING AND INNOVATING

PRESENTING AND COMMUNICATING INFORMATION

DECIDING AND INITIATING ACTION

Experiences

Activities and responsibilities likely to be required when working at this level

Deliver effective internal communications; Align local communications with broader strategic aims; Pro-actively network across UCL, and with external institutions and partners; Develop working relationships with external communications colleagues; Evaluate existing comms channels to maximise and deliver improvement where necessary; Supervise and deliver projects; Ideally supervise people. Put together and control project budgets.

Personal and professional development

Development options to consider when working towards this level

Learning by doing

Determine internal audiences and segment to tailor comms; Apply the visual identity; Audit requirements of internal comms audiences and make recommendations e.g. learning how to conduct and report on effective focus groups or surveys; Scoping new potential channels. Creating and managing project-related budgets.

Interactions with others

Build a network, discuss issues, challenges and opportunities with other practitioners; Undertake own CPD (e.g. through professional body) Attend external events and conferences e.g. Universities UK, Innovations and Marketing for HE. Build awareness of HE landscape in order to formulate appropriate messages.

Formal training

Analysis/evaluation training; Develop knowledge/best practice via CPD with professional bodies or, institutional training resources e.g. Lynda.com; Introduction to project management training. How to lead a project. Plan for undertaking a professional T X D O L ¿ F D W L R Q

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values

For further information, and more detailed indicators, search “UCL Ways for Working for Professional Services” on the UCL website.

Personal Excellence

Being supportive and kind to others around you.
 Persistently committed to providing a responsive and helpful service.
 Taking time to appraise situations and to consult where necessary.
 Having zero tolerance to bullying, harassment and discriminatory behaviour in teams.

Working Together

Delegating with appropriate guidance and encouraging initiative.
 Giving timely, actionable feedback and seeking feedback yourself.
 Promoting personal and professional development for yourself and others.
 Finding creative ways to document and share solutions to standard situations and/or problems.

Achieving Our Mission

Willing to try new ideas which may improve outcomes.
 Being clear on how your work D Q G W K D W R I \ R X U W H D P ¿ W overall UCL 2034 objectives.
 Willing to work with teams from the extended UCL community on cross-institutional projects.
 Working to a plan and knowing how individual tasks and U H V S R Q V L E L O L W L H V ¿ W L Q W

Indicative grade 8

Example job titles: Communications Manager, Faculty Communications Manager, Communications Business Partner

Experiences

Activities and responsibilities likely to be required when working at this level

0DQDJH WHDPV ([WHQVLYH NQRZOHGJH LQ WKH ¿HOG 'HYHORS DQG GHOLYHU RQ LQWHU standards for internal comms best practice; Manage a programme of concurrent internal comms projects; 1HJRWLDWLQJ DQG LQÀXHQLQJ VHQLRU VWDNHKROGHUV WR GHOLYHU LQWHUQDO FRPPV leaders; Manage editorial calendars; Ability to plan and manage budgets; Align strategy with broader 2034 vision; (YDOXDWLQJ DQG UHSRUWLQJ RQ SURJUHVV RQ VWUDWHJLF DLPV 3URIHVVLHQDO TXDOL¿

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Learn appropriate tone of voice for leadership messaging; Hone LQÀXHQLQJ VNLOOV with senior stakeholders presentation skills.

Interactions with others

Learn about good practice for comms strategies; Explore innovation in practice.

Formal training

Leadership/ management training; Project or programme management training; TXDOL¿FDWLRQ GLSORPD IURP professional body.

UCL Ways of Working for Professional Services

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Indicative grade 9

Example job titles: Senior Communications Manager, Head of Communications

Experiences

Activities and responsibilities likely to be required when working at this level

Set and direct internal comms strategy (based on department and institutional strategy); Guide senior leadership teams and provide expert input on comms matters, including institutional risk, reputational issues or crises; Manage complex large change projects and programmes; Network with other senior colleagues; Leading and developing teams; Taking an institutional view in decision making; Managing large budgets.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Build experience of major change projects; getting involved with crisis communication and institutional risk response teams; Enhance commercial and

Interactions with others

Network with senior colleagues across UCL and across other institutions; Extensive knowledge of the comms landscape inside and outside of the HE sector.

Formal training

Leadership training; Crisis Communications training; S R V W J U D G X D W H T X D O L ç F D W communications (FCIM,FCIPR).

UCL Ways of Working for Professional Services

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For further information, and more detailed indicators, search "UCL WI9,tailed indin21429481 -12 Td the3UCL