

Role and person profile

Post title:	Communications Manager	Location:	Manchester
Division:	International and Corporate Affairs	Department:	Corporate Communications
Responsible to:	Communications Business Partner (employees)	Responsible for:	
Scale:	6	Behaviours level:	Manager
Post no:	2634, 4004T		

Section 1 – Accountabilities

Main role purpose

- Delivering employee communications and other work allocated to the team, including content creation, design and general administration, with the support of the communications assistant.
- Manage, develop and maintain employee communication channels to meet business needs; support on customer-facing channels as required.
- Providing tactical advice, guidance and support to colleagues across the organisation on communication activities aimed at employees and our examining community (associates).

Key result areas

Key result areas	Outcomes
Customer (external or internal) Trusted and reliable products and insight that build AQA's reputation and influence	Supports the Executive Team to engage colleagues in AQA's strategy through effective internal communications.
	Drives and supports the delivery of corporate communications, including creating and designing content and sharing it through appropriate channels.
	Develops a channel strategy for internal communications, with a particular focus on improvements to our intranet (within business and budget constraints), to ensure we make the most of our channels.
	As part of the channel strategy, creates governance and principles for publishing devolved content on the intranet to ensure it is engaging, accessible and suitable.
	Develops and supports a network of colleagues with responsibility for communications, to help raise the quality, consistency and co-ordination of our communications.
	Works with colleagues in the business to develop and deliver communication plans and campaigns aimed at employees and associates, as required.
	Contributes to a 'communications toolkit' by providing advice and guidance on using internal channels and engaging with an internal audience.

	Demonstrates commercial flexibility by undertaking other responsibilities which are of a commensurate level as business needs change.
Finance Sound financial management and a robust asset base	Supports the head of department with planning ahead to forecast expenditure and determine budgets.
	Ensures projects are delivered to and expenses kept within budget, and that we get value for money on our expenditure at all times.
	Ensures that the team's spend-tracker is kept up to date.
Internal processes	Develops and follows internal processes for creating and circulating corporate newsletters.
	Monitors devolved content on the intranet (including compliance with our 'acceptable use' policy, and Data Protection and Copyright laws) – and takes action with content owners if required.
	Liaises with the IT department, and the Digital and CRM teams regarding technical support for internal digital channels.
	Ensures AQA is safe and legally compliant by applying its policies and other legislative requirements, including but not limited to HSE, Equal Opportunities and ISMS
	Completes a Child Safeguarding Declaration in line with the AQA Child Protection Policy should there be a requirement to visit our customers, including schools and colleges.
People and culture	Supports and develops direct reports through effective performance management and ensures performance standards are adhered to.
	Develops colleagues across the business to help create a culture that enables effective and transparent communication.
	Produces high levels of performance from direct reports by modelling leadership behaviours with confidence and by providing clarity, challenge, feedback, coaching and development in line with business objectives.

Complexity/decision making:

Managing and developing internal communication channels to meet business needs.

Section 2 – Key relationships

Key internal relationships:

- Comms delivery network
- Intranet content owners/editors
- Digital team
- Associate Resource Management

Key external relationships:

- CMS supplier – Squiz

Section 3 – Person profile

Knowledge	Assessment
A broad understanding of the context in which AQA operates and its main stakeholder and customer groups.	A/I/P
Extensive knowledge and experience of the full range of communication channels and how they contribute to employee engagement.	A/I/P
Working knowledge and competence across a range of digital programmes, including content management systems, HTML newsletters, Microsoft Suite and Adobe Creative Suite.	A/I/P
Qualification	
Degree level or equivalent experience	A
Skills	
Excellent written and verbal communications skills, with the ability to articulate complex issues with clarity and precision and create simple and compelling audience-focused messages.	A/I/T/P
Ability to synthesise information and think creatively, turning business information into succinct, relevant and engaging content for various channels, while adhering to AQA's house style and tone of voice	A/I/T/P
Demonstrates creative flair to ensure the design elements of any content, materials and collateral engages users and adheres to AQA's visual guidelines	A/T/P
Acute attention to detail and consistency – with excellent proof reading skills	P
Ability to advise and guide colleagues at all levels; working collaboratively with them, while challenging appropriately when required	A/I/P
Ability to train and coach colleagues to communicate effectively and develop their communication techniques and skills	A/I/P
Ability to understand the organisation and communication needs of colleagues at all levels	I/P
Ability to think strategically and translate strategies into workable plans, as well as implement and deliver them	I/T/P
Strong project and time management skills; capable of planning and delivering multiple projects, on time and to budget	A/I/P
Ability to interpret statistical data and recommend business improvements	A/I/P
Excellent interpersonal communications skills, with the ability to listen and empathise	I/P
Deals tactfully and discreetly with sensitive and confidential matters	I/P
Experience	
Has proven track record of developing and managing internal communication channels, including intranets, newsletters and staff events.	A/I
Has a proven track record of creating engaging and on-brand content for the web and other channels – copy and design.	A/I

Has demonstrable experience of working across multiple teams to elicit successful outcomes.	A/I
Has demonstrable evidence of delivering communication campaigns and plans, including change communications.	A/I
Behaviours	
Communication – gets the best out of others through excellent people skills	I/P
Flexibility – develops and leads better ways of working	I/P
Customer focused – puts the customer the centre of all we do	I/P
Personal contribution – takes responsibility for being the best they can be	I/P
Continuous excellence – makes excellence our standard	I/P

AQA's Behaviour Framework which is assessed through the selection/probation process

Assessment key (criteria to be assessed at the selection stage)
A – application (it is **essential** to provide evidence on application for shortlisting purposes)
I - interview **T** – test (or work sample) **P** – probation