

JOB DESCRIPTION

Job title:	Internal Communications Manager		
Department/Division/Unit:	Communications & Engagement		
Faculty/Professional Service:	Professional Services		
Location:	Keppel Street		
Reports to:	Director of Communications & Engagement		
Responsible for:	Internal Communications Officer		
Full Time/Part Time/Casual:	Full Time	Hours (if less than full time):	
Grade:	6		
Job purpose			
Reporting to the Director of Communications & Engagement and working closely with senior staff across LSHTM, the Internal Communications Manager will be responsible for strategic internal communications across the organisation for key projects, partnerships and initiatives –. The post holder is responsible for the Internal Communications Officer (grade 5). A senior member of the communications team, the post holder has responsibility for strategic planning and implementation of LSHTM-wide initiatives and campaigns, and provides strategic oversight of internal communications activities.			

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is renowned for its research, postgraduate studies and continuing education in public and global health.

Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

History

Founded in 1899 at the London Docks, LSHTM is now based in Bloomsbury, where it has two main sites at Keppel Street and Tavistock Place, and additional sites in The Gambia and

Uganda. Today, our staff, students and alumni work in government, academia, international agencies and health services across the world.

Research

Research income has grown to more than £180 million per year from national and international funding sources including UK government and research councils, the European Union, the Wellcome Trust, Gates Foundation and other philanthropic sources.

Our diverse research talents, skills and experience underpin our position as a leader in public and global health. These range from the molecular to the global, the theoretical to the applied, the analytical to the political. Our staff are conducting research in more than 100 countries.

Staff community

We have 3,500 staff based all around the world with core hubs in London and at the MRC Units in The Gambia and Uganda, which joined LSHTM in February 2018. Our outstanding, diverse and committed staff make an impact where it is most needed - deploying research in real time in response to crises, developing innovative programmes for major health threats, or training the next generations of public and global health leaders and researchers.

Partnerships

Working in partnership is central to achieving our mission. Our strategic collaborations in the UK and across high-, middle- and low-income countries deliver health and socioeconomic benefits across the world, especially in the most disadvantaged communities.

LSHTM is also a member of the M8 Alliance of Academic Health Centers, Universities and National Academies, the Association of Schools of Public Health in the European Region, and the Consortium of Universities for Global Health.

Education

We deliver research-led educational programmes to future health leaders, managers and researchers across the world. We have more than 1,200 face-to-face Master's and Doctoral students, 3,800 studying by distance learning, and 500 each year on short courses and continuous professional development. Our free online courses are studied by more than 300,000 participants globally.

Excellence in research and education

We perform strongly in various global university league tables. In the ShanghaiRanking's Global Ranking of Academic Subjects 2022 we placed 3rd in public health (1st in the UK). In the 2022 CWTS Leiden Ranking LSHTM is ranked 1st in the world for publishing open access research and 1st in the UK for the proportion of academic research with women listed as authors. Our global partnerships are also recognised, with LSHTM placed first position in the UK and 10th in the world for the proportion of our research which includes international collaboration.

In the US News Best Global Universities Ranking 2022, we ranked 2nd in the world for public, environmental & occupational health, 4th in the world for infectious diseases, 14th in the world for social sciences & public health, and 13th best University in the UK overall. We ranked 23rd for medicine in the 2021QS World University Rankings.

In 2017, the inaugural Center for World University Rankings by Subject placed LSHTM first in the world for tropical medicine research, second for parasitology and seventh for infectious diseases, public, environment and occupational health, and social sciences and biomedical.

LSHTM was named University of the Year 2016 by Times Higher Education and awarded a Queen's Anniversary Prize for Higher and Further Education in 2017 in recognition of our response to the 2014 Ebola epidemic in West Africa. LSHTM does not appear in the Times Higher Education World University Rankings as universities are excluded if they do not teach undergraduates.

We seek to foster and sustain a creative and supportive working environment based upon an ethos of respect and rigorous scientific enquiry. We embrace and value the diversity of our staff and student population and seek to promote equality as an essential element in contribution to improving health worldwide.

LSHTM is one of around 20 specialist institutions that receive institution specific funding from the Office for Students (OfS). This funding recognises the additional costs that LSHTM incurs because of its unique range of teaching, specialist facilities, and the scale of its contributions to national and international agencies.

Principal Duties and Responsibilities (<i>Examples</i>)
<p>Communications</p> <p>Strategic communications and marketing to include:</p> <ul style="list-style-type: none"> • Overseeing the communications support provided to selected research Centres, projects and groups through the team of Communications Officers. • Providing strategic oversight and assisting in the day-to-day delivery of internal communications across LSHTM (supported by the Internal Communications Officer) • Inputting into media relations strategy and the work of the press office team (managed by the Media Manager) and providing support as needed (e.g. where internal initiatives has external reputation or issue management implications) • Ongoing development, implementation and evaluation of the LSHTM's content strategy, with the Head of Communications & Engagement • Leading on communications and content strategy for key projects, partnerships, campaigns and initiatives – with a specific focus on internal communications • Supporting the Director of Communications & Engagement with aspects of corporate communications development, including publications such as the annual report, crisis communications and issue management, emergency planning and protocols. • Managing working relationships with other LSHTM staff involved in internal communications, particularly heads of professional services, ensuring effective coordination with the central communications team, alignment with LSHTM's protocols, mission and strategic priorities, and generating income for provision of additional Communications Team services to major projects where possible • Providing high-level expert internal communications advice and guidance to senior colleagues across LSHTM, and to other stakeholders as necessary • Mutual exchange of information with internal and external contacts – staff, partners, stakeholders, acting as a source of specialist advice and guidance in internal communications matters. <p>Publications, web and branding</p> <p>Work with Director of Communications & Engagement and senior colleagues on publications, web content and branding:</p> <ul style="list-style-type: none"> • Planning, researching content, writing, proof-reading and sub-editing copy • Proactively sourcing up-to-date text and image content from staff, partners and designers • Editing, maintaining and auditing LSHTM's intranet presence, with the Web & Multimedia Manager and Internal Communications Officer • Supporting the internal implementation of visual identity for LSHTM
Teamwork and Motivation

<ul style="list-style-type: none"> • Overseeing the work of the Internal Communications Officer and providing support as needed • Working with Director of Communications & Engagement and senior colleagues on publications, web content and branding • Providing direction and motivation to direct reports, in particular strategic content and editorial decisions • Providing communications leadership to LSHTM's Communications Forum and a number of advisory boards, project teams and steering groups across LSHTM
<p><i>Liaison and Networking</i></p> <ul style="list-style-type: none"> • Managing working relationships with other LSHTM staff involved in internal communications, including supporting collaboration with counterparts in the MRC Units communications teams, ensuring effective coordination with the central communications team, alignment with LSHTM's protocols • Providing high-level expert marketing and communications advice and guidance to senior colleagues across LSHTM, and to other internal and external stakeholders as necessary •
<p><i>Service Delivery</i></p> <ul style="list-style-type: none"> • Working closely with other senior colleagues in the Directorate to set overall standards of service for communications across LSHTM and representing Communications & Engagement internally at all levels from departmental meetings and student lectures to web steering group, and externally to journalists and editors, and stakeholders including funders and government bodies. • Promote marketing and communications services to colleagues, partners and other key stakeholders, both proactively (i.e producing information for intranet, analysis and evaluation reports, attending departmental meetings, lectures) and reactively (i.e. in emergency situations), ensuring internal communications are effective and in the strategic interests of LSHTM
<p><i>Decision Making –</i></p> <ul style="list-style-type: none"> • Editorial decisions on a daily basis to ensure communications activities are appropriate, strategically important, accurate and relevant • Making decisions about priorities for the team and LSHTM as a whole e.g. what to promote, how and when; what not to promote; planning resources on projects and work streams; investing in processes and systems • Strategic decisions relating to risk management and crisis communications - deciding what issues should be raised at a senior level, preparing communications messages and strategy for handling crises • Making decisions relating to budgets, recruitment of staff, and tendering and procurement for major LSHTM initiatives • Use initiative to make decisions that support effective marketing and communication across a number of projects and initiatives • Initiate and manage processes to ensure efficient decision-making across a number of work-streams such as coordinating communications strategies and delivering major projects such as a redeveloped intranet.
<p><i>Planning and Organising</i></p> <ul style="list-style-type: none"> • Working closely with communications colleagues within Communications & Engagement to plan and deliver multiple small and major projects on a daily basis including those which bring in revenue to LSHTM • Project management including planning, delivering and evaluating internal communications activity across a number of projects and initiatives, providing expert communications advice to key stakeholders as necessary • Where required, support the planning and delivery of the work of others – including colleagues and internal and external partners

<ul style="list-style-type: none"> Managing budget in relation to specific marketing and communications activities and deploying resources effectively
<p><i>Initiative and Problem Solving</i></p> <ul style="list-style-type: none"> Use initiative to solve day-to-day problems, eg issues around confidentiality, wording of sensitive information etc. Use initiative to contribute and develop creative ideas for School-wide marketing and communications projects, and facilitate problem solving by others Use initiative to manage and prioritise unpredictable enquiries from the media and stakeholders alongside scheduled tasks, and support other colleagues to do the same where necessary. Anticipate, respond to and resolve potential controversies or emergencies
<p><i>Analysis and Research</i></p> <ul style="list-style-type: none"> Ongoing development, implementation and evaluation of LSHTM's content strategy and development Leading on communications and content strategy for key projects, partnerships, campaigns and initiatives Planning and researching content strategy for website, and writing, proof-reading and sub-editing copy Analysing LSHTM's marketing and communications output and producing detailed reports for the Executive Team and Management Board Liaising with the Web & Multimedia Manager to conduct annual audit of the School's intranet
<p><i>Additional Information</i></p> <p>Other Duties</p> <ul style="list-style-type: none"> Line management of Internal Communications Officer, including providing support, guidance or pastoral care, ensuring their professional development, defining performance standards and appraising performance

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is full consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Director of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, Regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The specific objectives of the post holder will be subject to review as part of the individual performance review (appraisal) process.

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Job Title: Internal Communications Manager
Department/Division: Directorate: Communications & Engagement

Competency	Evidence	E/D
Education, Qualifications and Training	<ul style="list-style-type: none"> Higher education to degree level or equivalent, or substantial relevant experience in internal communications Evidence of continuing professional development including attendance on internal or external study programmes. 	E D
Experience, Knowledge and Skills	<ul style="list-style-type: none"> Proven experience of effectively managing internal communications in a complex organisation, ideally in a Higher Education or similar environment. Excellent written and oral communication skills in English, and the ability to present information in clear, concise, and compelling ways. Experience of writing, editing and managing production of a range of communications including reports, newsletters, media features, websites and social media. Excellent organisational skills and ability to coordinate and prioritise a complex workload, meet multiple deadlines and manage projects to deliver successful outcomes. Excellent IT skills including use of editing and web content management software, databases and email communications management tools. Strong leadership skills with ability to negotiate and influence senior stakeholders both internal and external. Awareness of factors affecting the Higher Education environment, and other factors which may impact on LSHTM activity including, for example, political and policy developments/changes. 	E E E E E D
Personal Qualities	<ul style="list-style-type: none"> Excellent interpersonal skills including the ability to establish and maintain effective working relationships in a multicultural and multidisciplinary environment together with the ability to communicate and negotiate at all levels. Proven ability to use initiative and judgement to anticipate potential issues and solve problems. High level of personal motivation and flexibility; ability to work independently and as part of a team. Ability to act with diplomacy and tact, and display high levels of emotional intelligence 	E E E E

ASYLUM AND IMMIGRATION STATEMENT

The School will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications. Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found at:
<https://www.gov.uk/guidance/immigration-rules/immigration-rules-appendix-skilled-worker>