University of Edinburgh  
Job Description

1. Job Details

Job title: Change and Communications Officer  
School/Support Department: The EUCLID Project  
Unit (if applicable): Student and Academic Services Group  
Line manager: Director of the EUCLID Project and Director of Registry

2. Job Purpose

To contribute to the smooth operation and implementation of the EUCLID project, with particular emphasis upon the effective management and implementation of the communication strategy.

3. Main Responsibilities

Approx. % of time

1. Management, development and implementation of the communication strategy, including the pro-active development of a communication plan of initiatives that integrates with project activities and contributes to the management of change 25%
2. Building relationships and ensuring effective ongoing stakeholder engagement through communication planning including the management of, organisation and participation in initiatives such as presentations and consultation meetings 20%
3. Producing and editing communication materials and documentation, including the establishment and management of feedback and enquiry mechanisms for the project 20%
4. Member of the EUCLID Management Team to represent the interest of stakeholders and champion the communication strategy. 15%
5. Pro-active administrative support to the EUCLID Project Board to ensure the smooth operation of the work of the Board and the timeous production of all papers 10%
6. Independent of the communication strategy, acting as a Lead Contact for EUSA, Schools, Colleges and Support Services throughout the project 5%
7. Liaison with HR and the Project Director in the development and implementation of the HR Strategy 5%

4. Planning and Organising

- Initiating the identification of relevant stakeholder and interest groups, building relationships and ensuring effective ongoing stakeholder management
- Researching best practice and initiating the identification of relevant approaches to communication - their co-ordination, development, monitoring and review
- Meeting the objectives of the communication plan through the management of, organisation and participation in, communication initiatives such as presentations, meetings and workshops
- Producing and editing a range of written communications, including the project newsletter on a quarterly basis and the maintenance of content on the project web-site
- Championing communication and the views of stakeholders at Management Team meetings and contributing to Project planning and monitoring of progress including the development of policies, plans, reports and guidance
- Leading on the establishment and organisation of student consultation mechanisms
- Establishment and management of feedback and enquiry mechanisms
- Supervision of the organisation of Board, Advisory Group and Management Team meetings
- Planning and prioritising of own workload

5. Problem Solving

- Anticipating communication and change management issues, obstacles, inhibitors to change and proactively putting forward solutions and actions to mitigate and reduce their impact.
• Based on research into best practice, devising approaches to maintaining awareness of the
  EUCLID project and keeping stakeholders engaged and interested
• Proactively advising on communications approach and issues associated with project activities,
  including compiling, editing and revising project documentation as appropriate
• Analysing and evaluating project work to identify key messages for stakeholders, and produce
  compelling content for key project documents
• Consistently articulating the vision for the project through communication, presentations, articles,
  newsletters and email. This involves presenting complex issues clearly and distilling key
  messages in a manner appropriate to each audience/recipients
• Identifying dependencies between communications and other project work to inform planning
• Handling confidential and sensitive information as a result of work on management
  communication initiatives with the Project Director and as Secretary to the Project Board
• Contributing to the smooth operation and implementation of the project through the development
  of policies, integrated plans, reports and guidance as required

6. Decision Making
• Deciding on the structure, approach and programme of initiatives in the communication strategy
  and plan; adjusting communication strategy or plans to reflect project activities or altered priorities
• Deciding on schedules and procedures for the production of targeted communications using e-
  mail, the Internet and University publications
• Deciding on content for the project website, articles for internal publications and for the newsletter
• Deciding upon appropriate resolution of enquiries and escalating them where necessary
• Using judgement to respond to enquiries and feedback in person when delivering presentations
  or attending consultation meetings
• Delegating work to, and supervising the work of the Senior Clerical Assistant, particularly with
  regard to the organisation of communication initiatives, Board and Advisory Group meetings.
• Prioritising day-to-day workload and adapting to changes as necessary
• Proactively supporting the Project Director, as well as working on ad-hoc tasks and activities as
  appropriate and as the project progresses

7. Key Contacts/Relationships
Reporting to the Project Director and providing proactive support on communications and project
work. Working with
• the Project Manager on progress against communications plan and on project planning.
• Building and maintaining relationships with a network of information contact-points and
  stakeholders in School, College and Support Services.
• Members of the EUCLID Project Board which includes two Vice-Principals, Academic
  Registrar, Director of Corporate Service, Director of MIS, Director of Procurement and a
  Dean of Undergraduate Studies.
In conjunction with the Project Director and the Senior Project Officer, acting as a lead contact point
for stakeholders in Schools, Colleges and Support Services and working with the Senior Project
Officer on communication initiatives.

8. Knowledge, Skills and Experience Needed for the Job
• Must be educated to degree level with at least two years experience of working in an Higher
  Education environment,
• Must have ability to supervise and train employees which will include organising, prioritising and
  delegating work and the ability to influence and provide guidance and support to staff
• Excellent communication skills:
  o excellent written communication skills and able to produce a range of materials for
    different audiences/recipients
  o confident presentation skills and ability to deliver key messages clearly and consistently
• Excellent inter-personal skills, with the ability to build relationships and communicate effectively
  with stakeholders at all levels within the University, as well as external bodies
• Highly analytical with the ability to absorb complex information and quickly identify key points
• Must have sound planning and strategy development skills/experience
• High levels of initiative to champion the communication agenda and the needs of stakeholders, as
  well as proactively devising and carrying out communication activities
• Must have excellent organisational skills and the ability to work with minimum supervision in an accurate and consistent fashion and to maintain high standards when working under pressure.

9. Dimensions

10. Job Context and any other relevant information