

Job Description

Job Title: Corporate Communications Executive - Digital

About SLC

Student Loans Company is a non-profit making Government-owned organisation set up in 1989 to provide loans and grants to students in universities and colleges in the UK. We are responsible for student support delivery in the UK.

Company Mission

We enable our customers to invest in their futures by delivering secure, accurate and efficient assessment, payment and repayment services.

Company Vision

Our vision is to be valued as a digital, customer-focused, centre of excellence.

Job Details

Grade: 4

Reporting to: Head of Corporate Communications

Budget Responsibility: None

Line Management Responsibility: None

Job Purpose: To contribute to the development and implementation of internal communication strategies that optimise the use of existing digital channels and identify new ones to deliver regular, accurate and engaging copy that ensures SLC staff are informed of matters affecting them. Provide advice and support to managers and staff on the use of digital communication channels and tools in their own communications. Evaluate the effectiveness of existing digital channels and communications identifying ways to improve 360 degree communication so that employees understand how their work supports the delivery of SLC's strategic objectives.

Key responsibilities:

- Developing and implementing effective communication action plans that optimise the use of existing digital channels and identify new ones to deliver regular, accurate and engaging copy that ensures colleagues are informed of matters affecting them and the wider organisation
- Developing SLC's use of digital communication channels and tools with the objective of ensuring key messages are delivered efficiently and effectively and provide advice and support to managers and staff on a broad range of communications and events and projects
- Drafting clear, consistent and relevant communications on issues affecting SLC staff
- Copywriting, editing and typesetting material for the Quarterly staff e-magazine connections
- Working with colleagues to research and craft targeted communication materials that enhance the reputation of internal communications amongst SLC employees (internal) customers
- Identifying key issues for internal communications on an ongoing basis and to develop adhoc, re-active communications plans that ensure that issues are appropriately addressed

- Maintaining existing and developing new content for the specific areas of the intranet as agreed with the HoC
- Working and supporting colleagues from other areas to ensure that their areas of the intranet are current and accurate
- Participating in project meetings to establish internal communication requirements and developing suitable on and offline materials to support the project throughout its lifetime
- Build rapport and manage relationships with colleagues in each Directorate to provide advice and support on local internal communications initiatives and how they can be achieved through digital channels
- Provide support and clarification to managers to help them deliver key messages and strengthen the internal communication cascade process
- Help develop presentations and events as required, working to specific commissioning briefs and using the key business events calendar
- Ensure that records of activities are maintained, and that information and intelligence obtained from within colleague and stakeholder relationships are fed back and reported as appropriate to the HoC.

Key Outputs:

- Internal communication plans to support corporate activities
- Intranet news and corporate information pages kept up to date
- Participate in the event management of SLC Question Time and Manager Roundtable events at each of SLC sites
- Publicise and promote the Employee of the Year Recognition scheme.

Knowledge, Skills and Experience:

Qualifications/Experience

- Membership of professional body (eg CIPR or PRCA) or two year's experience in a communications role
- Working knowledge of Sharepoint, InDesign and Microsoft Office suite.

Specialist Knowledge/Expertise

- Knowledge of SLC's Vision, Mission and corporate objectives
- Experience of working on internal communication projects using a variety of tools, techniques and channels, working with minimal supervision
- Experience of planning , structuring and delivering internal communication activities within a large, complex organisation
- Experience of change management communications.

Planning and Organising

- Ability to manage deadlines, timetables, multi-tasking and priorities.

Non-Specialist Knowledge / Expertise

- Ability to present information clearly using different media, tools and channels, adjusting tone of voice for different internal audiences
- Ability to make connections between different areas of the business so that the corporate communications team is sighted early on emerging issues and opportunities to highlight achievement of SLC's objectives internally.



Student Loans Company

Communication

- Communicates effectively at all levels, including senior managers, in a style appropriate to the audience
- Excellent negotiating and influencing skills
- Strong networking skills.

Problem Solving & Analysis

- Excellent problem solving and analytical skills.