

Indicative grade 5/6**Example job titles:** Communications Assistant/Communications Officer**Experiences***Activities and responsibilities likely to be required when working at this level*

Draft content and post to social media; Day-to-day maintenance and monitoring of social media accounts, which would include curating and posting content across relevant channels; Flag/escalate issues when necessary; Implement communication plans using scheduling software where necessary; Perform administrative duties as required.

Personal and professional development*Development options to consider when working towards this level***On the Job Learning**

Familiarise self with UCL guidelines.

Interactions with others

Join Community of Practice to gain knowledge of main social media channels; Observe different social media activities from a variety of sectors.

Formal training

Awareness of different digital tools and platforms; Gain understanding of analytics or scheduling tools eg Google analytics; Instagram analytics.

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 able to recognise and report bullying, harassment and discriminatory behaviour.

Serving colleague and stakeholder needs as efficiently and effectively as possible.

Being consistent and doing what you say you will do.

Planning effectively so that work

Indicative grade 7

Example job titles: Communications Officer/Senior Communications Officer

Experiences

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

Create/ approve content; Plan and deliver social media campaigns using social media management tools, in line with wider strategy and goals; Oversight of social media activity with responsibility for escalating crisis where necessary; Analysing and reporting on social media activities; Delivering training for teams and other relevant stakeholders on request; Delegating where applicable; Supervise/manage team members and external consultants and agencies.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Understanding digital best practice and protocols; Using online channels to target groups, increase engagement and influence behaviour; Use of analytics; Social media scheduling software

Interactions with others

Become a core member of the Community of Practice and attend Lunch and Learns.

Formal training

Professional certificate/ qualification in digital comms or marketing eg CIM/IPA modules/ City and Guilds Social Media and Digital Marketing Qualification. Project management training. Plan for undertaking a professional qualification.

UCL Ways of Working for Professional Services

These describe expected behaviours in line with UCL culture and values (see pages 10-11).

For further information, and more detailed indicators, search [UCL](#) with UCL

Indicative grade 8**Example job titles:** Social Media Manager/Communications Manager**Experiences***Activities and responsibilities likely to be required when working at this level*

Setting strategy and goals in line with UCL business objectives; Produce and evaluate comms strategies in line with faculty goals and UCL 2034 Strategy; Lead, sign off and report on social media campaigns; Crisis resolution with limited supervision, escalating to relevant senior leaders; Analyse social media analytics and use findings to inform strategy; Engage and manage team and external consultants/agency staff.

Personal and professional development*Development options to consider when working towards this level***On the Job Learning**

Supporting the production and evaluation of comms strategies in line with faculty goals and UCL 2034 Strategy. Keep up with emerging trends to ensure best mix of social media channels and up-to-date platforms.

Interactions with others

Networking and building relationships with Heads of Departments; attending and contributing to senior meetings.

Formal training

Professional diploma/qualification in digital comms or marketing eg CIM/IPA; Training on managing marketing budgets on campaigns or sponsored contents.

UCL Ways of Working for Professional Services*These describe expected behaviours in line with UCL culture and values (see pages 10-11).**For further information, and more detailed indicators, search "UCL Ways for Working for Professional Services" on*

Indicative grade 9

Example job title: Head of Communications

Experiences

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

Responsibility for leadership, innovation and new ways of thinking across communications; Produce policies to ensure effective use by multiple users; Lead, support and develop a team; Produce social media strategy in line with departmental business objectives; Responsibility for crisis planning and resolution, working with other senior UCL staff and stakeholders; Risk analysis and sign off for contracts or service level agreements.

Personal and professional development

Development options to consider when working towards this level

On the Job Learning

Line managing a team; delivering strategies; plan and work to a budget.

Interactions with others

Senior team network; Chairing seminar groups; represent your department at institutional level.

Formal training

Management / leadership