

Role title: Communications Manager	Working hours: Full time, 35 hours a week (flexible working patterns available)
Reporting to: Head of Engagement and Partnerships, Engagement and Partnerships Team	Salary scale: £38,244.30-£43,886.23

Role purpose

The Engagement and Partnerships team play a vital role in raising awareness and generating support for our vision – that every international student who comes to the UK has a positive experience.

The Communications Manager leads on the delivery of UKCISA's communications to members, international students, and other stakeholders, across the UKCISA and #WeAreInternational brands.

This role is responsible for delivering, shaping and evaluating a communications strategy for the organisation and increasing engagement with key audiences. Additionally, this role will work closely with colleagues across the organisation to ensure consistent branding and communications across UKCISA's outputs and services.

Core responsibilities

Digital and social media

- Lead, develop and implement a social media strategy for UKCISA and #WeAreInternational social media platforms (Instagram, Facebook, X, LinkedIn), including monitoring and evaluation, producing guidelines, and identifying opportunities to expand outreach through new communications channels.
- Create, source, edit and commission digital content including images and videos for UKCISA's events including UKCISA Annual conference, UKCISA Fest, member training and events, as well as the #WeAreInternational Student Ambassador programme and #WeAreInternational Student Charter.
- Analyse and report on social media engagement, website analytics and other communications metrics for Senior Management Team, Board of Trustees and government funders.

Website content

- Lead on the development of UKCISA's website content including working with colleagues to plan new content, monitor existing content, and liaise with relevant web developers and agencies. This may include preparing and moving over content to UKCISA's new website, currently being developed in partnership with a digital agency.
- Analyse and report on website analytics for the staff team, Board of Trustees and government funders to inform our website content development.
- Manage the creation and promotion of UKCISA publications such as annual reviews and policy updates, including liaising with external designers.

Brand

- Ensure that all external communications are on-brand and in UKCISA's style, including monitoring and refreshing brand and style guidelines on a regular basis.
- Create and implement processes and procedures for the UKCISA staff team to ensure effective internal and external communications.
- Design and/or commission visual templates for projects, events, and publications.

Marketing

- Create e-newsletter strategies for internal staff and international students and work closely with the Membership team to design an e-newsletter strategy for members.
- Lead the promotion and marketing of member and student training and events including creating marketing plans and drafting engaging copy to delegates and sponsors.
- Promote the #WeAreInternational Student Ambassador programme and #WeAreInternational Student Charter.

Other

- Represent UKCISA at meetings with government departments and sector organisations related to international student communications and related campaigns and strategies, as required.
- Recruit and line manage staff to support UKCISA communications.
- Liaise with press, including drafting quotes and articles, and work with colleagues across the team to ensure consistent and accurate messaging.
- Work with the Communications Officer to utilise SharePoint and other tools to improve internal communications across the organisation.

Key criteria

Essential

- Excellent written and verbal communication skills.
- Experience of tailoring communications to different audiences.
- Experience of communicating complex information in a simple, accessible way.
- Experience of creating and/or delivering communications strategies.
- Extensive experience of managing a wide range of social media channels in a professional setting, including using social media support applications to monitor and schedule content.
- Significant experience in website content management (UKCISA currently uses a bespoke CMS, based on Umbraco).
- Experience of designing visual content and infographics using design and video editing software.
- Strong attention to detail, and the ability to produce accurate work at pace.
- Skilled in building effective working relationships and working in close collaboration with colleagues and external stakeholders to develop digital communications.
- Highly organised and able to manage time and work independently, while seeking appropriate guidance and support.
- A commitment to UKCISA's vision and mission, and a keen interest in the international student experience and/or UK education policy.

Desirable

- Basic knowledge of international student policy in the UK.
- Experience of working within a membership organisation, education provider, or students' union.
- Experience in writing and developing content for non-profit/membership organisations.
- Experience in liaising with press/journalists.
- Experience of line managing staff.
- Experience of working in marketing and/or driving campaign projects.

About UKCISA

The UK Council for International Student Affairs (UKCISA) is the UK's national advisory body serving the interests of international students and those who work with them. We provide membership services including advice, training and policy guidance to over 400 members and direct support services to thousands of international students each year. Our membership includes every university in the UK, many further education colleges, independent schools and students' unions.

Our office and all-staff events are based in central London, though staff are predominantly working remotely. We offer a flexible working style and a range of benefits including a generous pension scheme and annual leave entitlement.

Travel to member and student events across the UK, including overnight travel, is occasionally required, subject to government advice and restrictions.

Further information about us can be found by visiting our website: ukcisa.org.uk

Staff benefits

UKCISA offers a supportive, reflective work culture where all the staff team are active participants in the shaping of the organisation. We pride ourselves in delivering excellence in all that we do.

We are currently working on a hybrid basis. Our staff mainly work from home, but we have an office in London for collaborative work and for staff who want access to an office space. We also meet in-person for regular all staff days in London.

Staff benefits include:

- A generous staff pension as part of the USS Pension Scheme, contributing 14.5% of gross salary.
- Annual leave allowance of 25 days plus bank holidays and additional discretionary leave between Christmas and New Year.
- Bi-annual eye tests and contribution to prescription glasses (conditions apply).
- Monthly all staff days with lunch provision.
- An employee assistance programme.

How to apply

To apply for this role, please [use the Applied platform](#) to submit an up-to-date CV and respond to three work-based questions. To support our commitment to equality, diversity and inclusion, all of our applications are anonymised before review.

The deadline to apply is Monday 5 February at 12.00pm, with online interviews taking place on 13 & 14 February. Please note that we will be unable to consider applications received after the closing date.

Application queries, including reasonable adjustment requests, can be made by emailing recruitment@ukcisa.org.uk