Communications Champions

The role and responsibilities of Communications Champions

This proposal sets out the roles and responsibilities of Communications Champions, a voluntary and supportive role which aims to improve communication within and between departments and colleges.

The Champions will represent a diverse range of audiences and communication needs across professional services departments and colleges. This is particularly important for the academic community and manual workers with limited computer access, where face-to-face, word of mouth and cascade-style communication is a vital part of keeping people informed.

The Senior Internal Communications Officer and the wider Marketing and Communications team will support champions in their roles along with recommending and assisting with implementation of changes to improve communications at a local level (if there are any skill gaps then the project team can plan to fill those gaps with training sessions as required throughout the project).

Example role and responsibilities:

- Keep abreast of university news via internal communications
- Assist with disseminating project communications either via email, face-to-face or occasional physical distribution
- Identify areas for posters/leaflets within buildings
- Understand key project milestones and timelines
- Attend project meetings as required
- Feedback any challenges/resistance encountered along with positive outcomes

How do we work together to achieve positive outcomes?

- Collaborative work. Share stories and give feedback (we’re all part of the same team – the university)
- Face-to-face meetings/conference calls arranged once a month/quarter to keep champions updated on the progress of various projects and upcoming activities which have an impact on students/staff
- Champions will be one step ahead of other staff so they are prepared to respond to questions from their colleagues
**Internal Communications actions**

Create and maintain a list of Communications Champions contact details and role responsibilities.

Provide champions with regular briefings encompassing ongoing project updates, information and tips to share with their colleagues and other relevant news and information.

Arrange periodic informal meetings for champions to connect with each other and exchange ideas about how to build commitment across the university, as well as keeping the IC team informed about issues and areas of resistance that require attention.

Be clear about responsibilities – ‘eyes and ears’, help with logistics (posters etc) disseminating information.

Investigate shared working tools (Sharepoint, Yammer etc) which will assist with the sharing of information

**Potential targets for this role**

- College managers
- Marketing staff within colleges
- Students’ Union
- Those with responsibility for news blog sites around the university
- Personal Tutors – as a link to students
- PAs to leadership team

This proposal links directly to the Internal Communications Guidelines which set out best practice, tips and insight into the University’s communication channels and needs.

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28 October 2016