University of East Anglia Norwich

HEAD OF COMMUNICATIONS AND EXTERNAL RELATIONS

Admissions, Recruitment and Marketing

Communications and External Relations

ALC1672

CANDIDATE BROCHURE



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WHAT MAKES UEA SO SPECIAL?

The University of East Anglia is a publicly funded major UK research and teaching university. It was built to embody a radical new vision for higher education, where interdisciplinarity is crucial and excellence in both research and teaching is valued. UEA consistently ranks within the top quarter of universities in the UK for the quality of research and teaching.

As a major regional employer and cultural centre, we take our regional civic responsibilities very seriously and have kept our sights on the people and place we call home. In fact, we launched our University Civic Charter in October 2023; created from in-depth community engagement, renewing our commitment to the region as part of our 60th anniversary.

There are many things which make UEA special, not least of which is the community of staff and students that work and study here. UEA includes three Nobel prize winners, including Sir Paul Nurse and Sir Michael Houghton, and many fellows of the Royal Society and British Academy amongst our alumni and current staff.

Our campus is home to Sir Denys Lasdun's iconic brutalist architecture set in hundreds of acres of beautiful country park that includes a large broad (lake). In the spirit of Lasdun's ambition to inspire an anatomy of ideas, today, UEA is tackling some of the key challenges of the changing world. UEA's research combines disciplines and breaks new boundaries across its priority research themes of climate, creative and health.

UEA is the place where global warming was first documented. Since the 1970s, UEA's Climatic Research Unit, and more recently Tyndall Centre for Climate Change (Headquarters hosted at UEA), have played a pivotal role in developing temperature records and climate models, contributing to the understanding of climate change, and informing global policy. Many UEA scientists have played significant roles in the Intergovernmental Panel for Climate Change (IPCC), which was jointly awarded the 2007 Nobel Peace Prize for its efforts to increase public knowledge of anthropogenic climate change. Environmental Science and Global Studies at UEA continue to be a major powerhouse for research and teaching.

UEA is widely regarded as a pioneer in creative writing, having established the UK's first Creative Writing Masters programme in 1970. This renowned programme has since attracted and produced numerous successful writers, including Booker Prize winners such as Ian McEwan and Anne Enright, and Nobel Prize Winner Sir Kazuo Ishiguro. In recent years, UEA academics have played a pivotal role in the discovery and presentation of the Gloucester Royal shipwreck (Norfolk's Mary Rose). Our iconic Sainsbury Centre for Visual Arts is a major museum and arts research facility.



Health research at UEA not only embraces the Faculty of Medicine and Health but draws in research from both social and natural sciences. Research under this theme has made major contributions in the fields of healthy ageing, epidemiology and involving citizens (via our innovative Citizens' Academy) in improving health care outcomes. This theme benefits from close association with the other major research institutes on the Norwich Research Park; notably the Norfolk and Norwich University Hospital and the Quadram Institute. The Norwich Cancer Research Network, and Norfolk Institute for Healthy Ageing, are examples of key mechanisms for delivery of real impact from health research at UEA.

UEA has been a major success over the last 60 years and looks forward with confidence to the next 60 years.

For an informal discussion about the post please contact Hayley Mace, Associate Director of Communications and External Relations, by emailing hayley.mace@uea.ac.uk

UEA is part of the Norwich Research Park

Norwich Research Park (NRP) membership locates UEA in one of the largest concentrations of research institutes in the whole of Europe – four independent internationally-renowned research institutes: John Innes Centre, Quadram Institute, Earlham Institute and The Sainsbury Laboratory; with the University of East Anglia and Norfolk and Norwich University Hospitals NHS Foundation Trust, supported and funded by The John Innes Foundation, The Gatsby Foundation, and UKRI Biotechnology and Biological Sciences Research Council.

The NRP provides an ideal environment for collaborative use of infrastructure and facilities, with a single portal for academics and businesses to access the specialist facilities across the Park.

The Enterprise Centre is a regional business, knowledge and innovation hub, with workspace provision and supports over 80 businesses working alongside UEA staff and students in a dynamic and vibrant entrepreneurial community. On the wider NRP, there are dedicated laboratory and office spaces in the Innovation Centre and Centrum hosting over 600 staff within a total of 115 businesses and spinouts.



THE ROLE

Reporting to: Associate Director Communications and External Relations

The Head of Communications and External Relations supports UEA's strategic objectives by driving the development and delivery of communications strategies, plans and projects across multiple channels.

Working with the Associate Director Communications and External Relations you will oversee the delivery of high-profile campaigns and champion a collaborative approach to grow the reputation of UEA among key audiences, regionally, nationally and globally. This wide-ranging role includes management responsibility for proactive and reactive media relations, social media, student communications, crisis communications and issues management.

Operating at both strategic and functional levels, you will have lead responsibility for a core team. Collectively, the team will deliver high-quality service, expert advice and ensure the delivery of key outputs to meet our communications strategy and the University's wider strategic objectives. You will lead the team to deliver proactive and reactive news, alerts, comments and thought leadership through media relations, social media and website content. You will identify opportunities and risks for the University, leading on crisis communications planning, issues management and acting as out of hours on call support for emergencies.

You will demonstrate professional credibility, strong management skills and have the ability command respect from in peer networks both within and beyond the University. This role will provide professional leadership and advice on building UEA's reputation and brand across the globe and work closely with Vice-Chancellor, Executive Team and University senior leaders to provide expert advice and guidance.

Responsible for: Communication and External Relations Managers

You will work closely with colleagues across ARM to support marketing and recruitment plans to support student recruitment both at home and internationally.

KEY RESPONSIBILITIES

LEADERSHIP

- Lead a team which delivers a proactive, high-quality, professional service that is held in high regard across the University and by our stakeholders.
- Lead a team to deliver proactive and reactive news across across all UEA channels, including website, social media, through media relations and through partners regionally, nationally and globally.
- Provide strategic advice, prioritization and engagement to ensure the delivery of the communications strategy.
- Offer expert advice and guidance within the team and across the wider University.
- Build and maintain networks with other partners and universities.
- Lead a positive culture of continuous improvement, emphasizing agility, flexibility and creativity.
- Be part of the ARM extended senior leadership team, contributing to decisions and projects to support reputation and recruitment objectives.
- Lead partnership working with all areas of communications, external engagement and social media across UEA, including with marketing and student recruitment managers, to support delivery of multi-channel campaigns.
- Represent communications and ARM on internal committees and steering groups.

- Deputise for Associate Director Communications and External Relations on corporate-level communications during a crisis or major incident.
- Support reporting of UEA communications activity to the Executive Team, internal and external stakeholders, ensuring delivery of key KPIs and objectives.

MANAGEMENT

- Lead and manage staff, empowering individuals and equipping them with the skills and competencies to carry out their role.
- Ensuring appraisals, objective setting and staff development are carried out in a timely fashion.
- Optimise resource use for maximum efficiency.
- Ensure budgetary management and adherence to University Financial Regulation.
- Source, commission and brief creative work as appropriate.
- Providing both appreciative and developmental feedback to create a culture of improvement and growth.
- Engaging in meaningful performance, development, career and wellbeing conversations.

GENERAL

- There will be a requirement for all members of the team to be flexible in undertaking additional or alternative duties commensurate with the grade.
- Positively demonstrate the University's Values in all aspects of work.
- Abide by all University Regulations and Policies relevant to the role.
- The postholder is bound at all times to observe confidentiality applicable to work in communications.

THE PERSON

EDUCATION, EXPERIENCE AND ACHIEVEMENTS

- Educated to at least first-degree level or equivalent qualification with evidence of ongoing professional development (E)
- Working in a similar senior level communications role to develop strategies and lead programmes of activity (E)
- Proven media relations experience, dealing with both proactive and crisis communications (E)
- Development of communication strategies based on market understanding and statistical analysis to meet business objectives (E)
- Proven and demonstrable experience of digital engagement and social media channels (E)
- Significant experience of leading and motivating a substantial multi-disciplinary team in a fast-moving sector including staff development, performance management and change management (E)
- Significant experience of building and utilising effective external networks in particular in the media (E)
- Proven experience of achieving objectives based on planned and targeted activity (E)
- Experience leading a team to deliver integrated plans incorporating a diverse range of communications techniques (E)
- Experience achieving targets by communicating with and working through others (E)
- Able to demonstrate the delivery of financial returns measured against investment of resources (E)
- Experience in budgetary planning and responsibility demonstrating best value (E)
- Proven communications experience across media, digital and social media channels (E)
- A MBA, a relevant postgraduate degree in a relevant discipline, or evidence of professional CPD (D)
- Experience leading a team to deliver results in a compressed timescale (D)
- Recent and relevant direct experience in the UK higher education sector (D)

SKILLS AND KNOWLEDGE

- Excellent oral, written and interpersonal and communication skills with ability to deal face-to-face, via telephone and email with individuals from a variety of backgrounds, cultures and nationalities (E)
- Excellent writing skills for both print and digital media (E)
- Demonstrable skills in editorial planning and content creation (E)
- Understanding of storytelling and social media (E)
- Strategic skills in assessing and making recommendations on the most cost-effective deployment of resources to secure strategic targets (E)
- Able to demonstrate use of market research and manipulation of statistical information to shape and monitor business activities (E)
- Strong project management skills and coordination of a number of stakeholders and simultaneous projects in sometimes complex relationships and to multiple deadlines (E)
- Good IT skills and digital skills (E)
- Broad knowledge and understanding of the range of audiences that are most relevant to a higher education institution in the UK (E)
- Knowledge of international markets and media (E)

PERSONAL ATTRIBUTES

- Visionary and innovative (E)
- Professionalism, energy, stamina and intellectual curiosity (E)
- Highly personable and sensitive to the communication needs of others (E)
- Able to lead and influence in a highly consultative environment (E)
- Good judgement based on synthesising quantitative and qualitative information from many different sources (E)
- Resilient and robust in a demanding environment (E)
- A good team player (E)
- The ability to engage in meaningful performance, development, career and wellbeing conversations (E)
- The ability to provide both appreciative and developmental feedback to create a culture of improvement and growth (E)

SPECIAL CIRCUMSTANCES

- Willingness to be flexible by undertaking additional duties (E)
- Out of hours work (including evenings, weekends and public holidays) including deputising in times of emergency or crisis (E)
- Prepared to travel in the UK and overseas on business (E)
- Willingness to develop personal skills and abilities in the context of developments in Higher Education and PR (E)

Essential Requirements (E) are those, without which, a candidate would not be able to do the job.

Desirable Requirements (D) are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

FURTHER INFORMATION

This full time post is available from 4 January 2027 for a fixed-term period of 6 months. A secondment will be considered, and applicants should please ensure that a secondment will be possible with their Line Manager/Head of Department, before submitting a formal application.

Salary will be £48,822 to £56,535 per annum on Grade 8 on the single salary spine.

Relocation expenses are reimbursable under certain conditions.

Place of Work - The University is strongly committed to providing an excellent student experience and research environment, and it is expected that all staff will be available on campus to carry out their duties during their working week in support of these goals. We have a hybrid-working policy which supports a mix of at home and on campus 'hybrid' working for many roles. For the majority of hybrid roles, the expectation is a minimum of 60% of working time will be spent physically present in the workplace.

The flexibility of the hybrid-working policy allows the possibility of some remote working, but it is the expectation that all appointments will be UK based, with any overseas working agreed in advance by exception only.

If successful you will be asked to show evidence of right to work in the UK prior to any formal offer being made. Non-British and non-Irish nationals entering the UK to undertake employment or who are currently in the UK will have to meet eligibility criteria under the points-based immigration system. The University may be able to provide sponsorship under the Skilled Worker route if relevant criteria are met. Please note, due to the complexities of the immigration system, Skilled Worker visa sponsorship is not guaranteed for every role. If you would like further information about whether this role is eligible for visa sponsorship, please contact staff.visacompliance@uea.ac.uk

The post is superannuable under the Universities Superannuation Scheme and there is an annual leave entitlement of 30 days plus statutory (8 days) and customary (6 days) holidays. The University is committed to creating an environment where the health, welfare and safety of all students and staff is of paramount importance. The University's Safeguarding Policy addresses both child protection and safeguarding children, young people and vulnerable adults within the work of the University. Appointment will be subject to satisfactory pre-employment checks, which may include an Occupational Health assessment.

Information on the benefits of working at UEA can be found at https://www.uea.ac.uk/about/working-at-uea.

If you require the information contained within this candidate brochure in a different format please email staff.recruitment@uea.ac.uk

HOW TO APPLY

To apply for this vacancy, please follow the online instructions at: https://vacancies.uea.ac.uk/

The closing date for this role is **11:59pm on 27 November 2026**.

Please note that the application form contains an Equal Opportunities section which must be completed. The Equal Opportunities information will not be made available to the selection panel and will not form any part of either the short-listing or decision making process.

It is anticipated that presentations and interviews will take place in person on **10 December 2027** and we will inform you of the outcome of your application prior to this date.

Reasonable travel and incidental expenses incurred in attending the interview will be reimbursed, subject to qualifying criteria (please ensure that you keep all receipts). Please note that if you are offered a post and decline the offer, travel and incidental expenses will not be reimbursed.

ABOUT ADMISSIONS, RECRUITMENT AND MARKETING

The Admissions, Recruitment and Marketing Department leads UEA's global strategy to recruit and admit students and to promote the University to those students, its alumni and the media and key partners in government, business and the charitable and voluntary sectors. Admissions, Recruitment and Marketing (ARM) leads on digital-first services that deliver for UEA's stakeholders based on customer need and customer experience, all informed by data, and a constant drive to improve our performance.

We are the guardians and narrators of UEA's unconventionally brilliant brand. We always look to innovate new ways of reaching, engaging, attracting, and building advocacy in our audiences and partners.

We make no apologies for being driven by data or for our audience-focus. Our alumni, current students, future students, staff, and partners aren't standing still. Neither will we. Our mission is to create, break the mould, and get things done in a world that never stands still.

Admissions, Recruitment and Marketing comprises five teams, totalling some 180 staff:

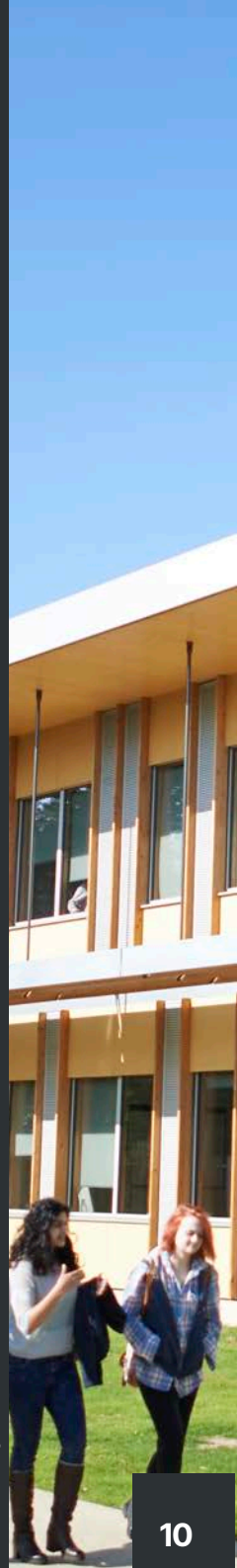
Recruitment, Outreach and Public Events engage with prospective UK students to promote the benefits of higher education and studying at UEA as well as delivering public events and academic conferences to promote UEA's world-leading research. The Outreach team work to widen access to higher education for groups under-represented and/or disadvantaged groups.

Admissions admits students to the full range of undergraduate and postgraduate taught courses offered at UEA.

UEA Global leads the University's world-wide marketing and recruitment activity, focusing on promotion of the University, the recruitment of international students, and the development of global partnerships for student mobility, reputation and advocacy. The team also manages UEA student and staff mobility, utilising funding streams, such as the UK Government's Turing scheme.

Communications and External Relations leads press, public relations, social media and student communications activity and is responsible for managing proactive and reactive communications to support the university's reputation and recruitment objectives. We aim to serve our global community by sharing compelling and authentic stories that connect our community and help us to build engagement with our core audiences.

Marketing leads the delivery of multi-channel marketing campaigns to meet the University's reputation and recruitment objectives across Undergraduate, Postgraduate Taught, Postgraduate Research and Influencer audiences. The team manage high quality digital experience across our Website, Portal, Customer Relationship System and third-party websites, ensuring UEA is effectively promoted regionally, nationally and globally.



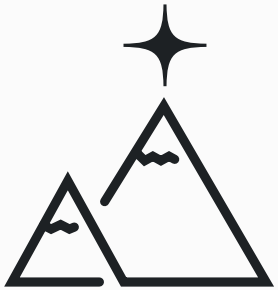


OUR VALUES

Shaped by staff, our UEA values represent a core set of standards for how we behave as an employer, drive excellence in teaching, learning and research, and collaborate as an anchor institution in our local community.

From tackling global challenges, striving for student and staff success, and creating a vibrant inclusive environment, our values are what unite us.

- AMBITION
- COLLABORATION
- EMPOWERMENT
- RESPECT



AMBITION

We are ambitious for our future success.

We are forward-thinking and brave in our approach and decisions. We make space for innovation and creativity, seizing opportunities that are responsible and sustainable. We are ambitious for the advancement of education and research.



COLLABORATION

We are collaborative in our approach.

We work together with shared purpose. We build connections, share ideas and develop new networks. We champion our regional, national and global relationships and demonstrate that together we can achieve greater goals and positively influence the world around us.



EMPOWERMENT

We empower ourselves and each other.

We develop ourselves and others, trusting people to make decisions based on their expertise and knowledge. We continually improve systems and processes to support us in working in an agile and efficient way.



RESPECT

We respect each other.

We treat everyone with respect and dignity. We value diversity and foster a community where people can express different thoughts and views. We are open to challenge, so we can learn and improve. We encourage a positive, inclusive environment where everyone has opportunities to fulfil their potential.

Leadership Framework

University of East Anglia Norwich

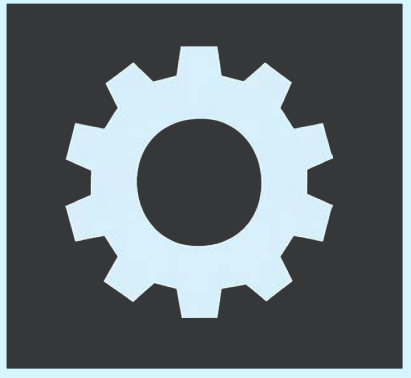
Leading Self
(Take action)

Role model the values
Act with integrity
Own your actions

The leadership practice of leading yourself means role modelling the UEA values, acting with integrity in everything you do and taking responsibility for your actions.

Leading Self involves being accountable for your professional development; that may include development that supports you with performance in your current role or looks at developing skills that prepare you for future opportunities.

Leadership approach – Values Based



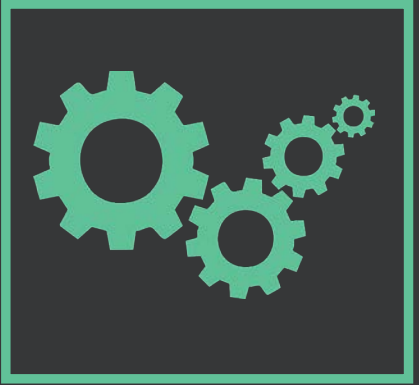
Leading Others
(Inspire the team)

Engage the team
Empower, coach and develop
Create a feedback culture

The leadership practice of leading others means, inspiring, engaging and motivating other individuals (or a team) to work cohesively and to perform well.

Leading Others involves being accountable for the direction, development, encouragement, support and performance of other people. This may mean you are responsible for leading others through developmental and/or transitional change.

Leadership approach – Developmental



Leading The University
(Imagine future success)

Drive strategic development
Be bold
Review and evaluate progress

The leadership practice of leading the university means imagining sustainable future successes for the university and translating that vision into strategic objectives and goals that teams can work collaboratively on delivering.

Leading The University involves being accountable for the strategic direction and development. It requires a clear vision, direction and bold decision making. You may be responsible for leading the University through systemic or transformative change which will involve robust review and evaluation processes.

Leadership approach - Adaptive



ACCOLADES

- Queen's Anniversary Prizes for Higher and Further Education have been awarded to UEA for international development studies (2009), creative writing (2011) and environmental sciences (2017). Notable alumni include Sir Paul Nurse (1973, Nobel Prize for Medicine 2001), Sir Kazuo Ishiguro (1980, Nobel Prize for Literature 2017), Sir Michael Houghton (1972, Nobel Prize for Medicine 2020) and Sarah Gilbert (1983) who led the Oxford University team to develop a COVID-19 vaccine, approved in 2020.
- Our Doctoral College, established in 2018, hosts six Doctoral Training Partnerships and integrates Faculty and School provision for 1600 Postgraduate Research Students (including those from across the Norwich Research Park), enabling collaboration and innovation.
- We recognise our global impact and were one of the first universities to declare a climate and biodiversity emergency in June 2019. Our sustainable campus, including over 50 acres of environmentally valuable parkland, is constantly evolving with ambitions to be 100% net zero by 2045 or sooner.
- UEA is a University of Sanctuary, an accreditation given to universities that show an ongoing commitment to creating a welcoming culture of inclusivity and awareness.
- UEA was awarded the Silver Athena SWAN Award in 2019, and all our Schools hold awards at Bronze or Silver.

A vibrant place to study, learn and work, UEA is a very special place.



A SUSTAINABLE UNIVERSITY

At UEA, we are now working to create a university that will be even better in the future, and we are working to achieve net zero carbon by 2045 (or earlier). Our Sustainable Ways vision is one of a resilient university – where consumption is efficient and self-generated energy supports low carbon goals, supported by a vibrant community of world-leading researchers and inspired graduates.

At a basic level, our sustainable development means that we try to balance the 'three pillars' of environmental, economic and social elements.

We challenge our environmental impact through on-site energy generation and a district heating and cooling network, reducing our reliance on grid electricity and therefore fossil fuels. We promote and use recycled and 'eco' products such as biological cleaning materials. We champion local suppliers and ethical causes, including Fairtrade and vegan products. We seek to ensure value for money in a holistic, whole-life costing sense in our new buildings and procurement contracts.

OUR INITIATIVES

Central campaigns, such as holiday shut-downs or awareness day events, support a whole-University approach to energy saving and other initiatives.

Follow us on X @SustainableUEA



OUR CAMPUS

UEA is based on a campus that provides top quality academic, social and cultural facilities to over 17,000 students.

Although located in 320 acres of rolling parkland, virtually no part of the campus is more than a few minutes' walk from anywhere else, so everything is close at hand – the library, nursery, health centre, supermarket (incorporating a post office) and restaurants. Amongst the striking buildings is the UEA's Sainsbury Centre for Visual Arts, which contains the Robert and Lisa Sainsbury Collection – one of the greatest art collections formed in Europe during the 20th Century.

The University has invested in new learning and teaching and research spaces, including a celebrated new Enterprise Centre that underpins its commitment to promoting student enterprise and entrepreneurship.

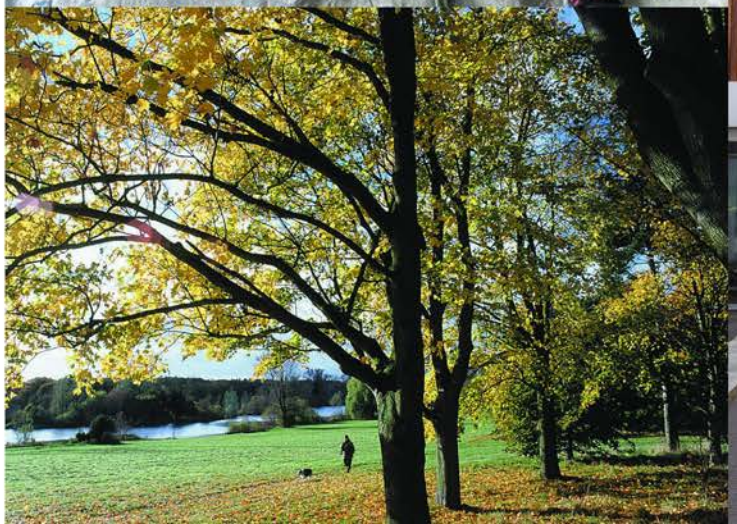
Sport and Recreation plays a major part in the life of the University of East Anglia, centred around the major Sportspark facility which is one of the most successful community sport facilities in the UK. This accessible and affordable facility provides a diverse range of activities, and incorporates a 50m Olympic size swimming pool, indoor climbing wall, coaching resource centre and sports injury clinic.











NORWICH
A CITY OF STORIES

The city's motto is 'A fine city' and its strong cultural heritage has seen Norwich maintain the best of its historical character whilst developing to become one of the most vibrant and attractive cities in Europe. Norwich offers miles of riverside walks and cycle ways, and a unique collection of 1930s parks. The city is surrounded by beautiful countryside and within easy reach of the stunning Norfolk coast.

Norwich is a UNESCO World city of Literature, the first in the UK, as well as being one of the newly named Tech Cities recognising the growth of digital businesses in the region. The most prominent high-rise building, apart from the castle, is the magnificent 11th century cathedral, which still dominates the skyline. The city's medieval centre of cobbled streets remains largely intact, but there is still space for modern buildings such as the city's centrepiece, the Forum, which is a striking piece of contemporary architecture. The glass front overlooks the colourful open-air market (one of the largest in the country) and reflects the city in all its diversity.

The city is consistently rated as one of the top ten shopping venues in the UK. Norfolk and Suffolk attract thousands of visitors each summer. The famous Norfolk Broads are among the most important wetlands in Europe and a haven for rare plants, wildlife and insects. The Broads attract holidaymakers who come to navigate the intricate natural network of waterways formed by the Rivers Bure, Yare and Waveney and their tributaries.

For further information about UEA's excellent facilities, staff benefits, picturesque campus and the UEA working environment, please visit the 'Careers at UEA' microsite https://www.uea.ac.uk/about/working-at-uea. Additional information about living and working in the city of Norwich can be found at https://www.workinnorwich.co.uk/







If there is another city in the United Kingdom with a school of painters named after it, a matchless modern art gallery, a university with a reputation for literary excellence which can boast Booker Prize-winning alumni, one of the grandest Romanesque cathedrals in the world, an extraordinary new state-of-the-art public library then I have yet to hear of it. Norwich is a fine city. None finer.

STEPHEN FRY





LOCATION

Some cities you've heard of, others you have to discover. Norwich is one of the most beautiful, modern historic cities in Britain. It's a city that celebrates the independent, stimulates creativity, promotes change and encourages diversity.

UEA is a campus university located 3 miles from the centre of Norwich. Situated in the heart of Norfolk, which means it's an ideal location to explore Norwich and beyond.

BY RAIL

LONDON • 2 HOURS
CAMBRIDGE • 1 HR 15 MINS
BIRMINGHAM • 4 HOURS
Many European cities (including Paris and Amsterdam) easily accessible by train

BY ROAD

KINGS LYNN • 1 HOUR
CROMER • 45 MINUTES
SOUTHWOLD • 1 HOUR

BY AIR

NORWICH AIRPORT • 20 MINUTES
STANSTED AIRPORT • 2 HOURS
London is a major airline hub and all main international destinations are easily accessible



An internationally renowned university, UEA is ranked 26th in the UK (Complete University Guide 2026) and is in the UK Top 25 for research quality (Times Higher Education Rankings 2026) reflecting the international excellence of its research environment. We are in the World Top 60 (QS World Rankings for Sustainability 2025) and the World Top 9th for reduced inequalities (Times Higher Education Impact Rankings 2026). The University holds UK Teaching Excellence Framework Silver status.

Equality, Diversity, Inclusion and Wellbeing

The University is committed to diversifying its workforce and to the wellbeing of all our staff. For example, we hold an Athena SWAN Silver Institutional Award (since 2019) in recognition of our advancement towards gender equality for all. Further details on our broader Equality, Diversity, Inclusion and Wellbeing work can be found on our website.



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