

## **LIBRARY AND LEARNING SERVICES COMMUNICATIONS GROUP**

### **Terms of Reference**

#### **Responsibilities**

1. Maintain oversight of all Library and Learning Services communications and channels.
2. Represent Library and Learning Services as a collective voice across a range of communication channels.
3. Ensure consistency and equivalency of approach across platforms and campaigns, with a focus on accessibility and best practice approaches.
4. Represent individual teams and services to share and promote campaign ideas and initiatives.
5. Contribute to collaborative cross team working on key Library and Learning Services and Catalyst campaigns and initiatives, championing good internal communications between LSComms, CatComms and wider Catalyst teams.
6. Develop, maintain and disseminate communications and plans with wider Library and Learning Services teams to help keep all colleagues informed.
7. Address any gaps and identify opportunities in our communications.
8. Feed into CatComms group and CatComms channels.
9. Exchange communications and plans with Student Recruitment Marketing and Student Union, and ensure comms align with University best practice guidelines.
10. Review and evaluate campaigns, communications and activities to identify learning and inform future planning.

#### **Membership**

- Daniel Cole (Catalyst Communications) (Chair)
- Christine Anderton (Student Engagement) (Secretary)
- Andy Billington / Nicola Littler (Customer Services: Student Support)
- Kelly Jameson (Customer Services: Building and Facilities)
- Clare Monaghan (CAT: Collections)
- Aimy Stevens (CAT: Archive)
- Ellie Pauley (SpLD/LSS)
- Holly MacDonald (LTD)
- Sonia Edwards (Academic Engagement/Research)
- Paul Appleton (LS Design)

The group will invite other colleagues to join meetings if specific expertise is required.

#### **Reporting**

The group will report to Catalyst Communications and Library and Learning Services Senior Management Team:

- Julie Nolan (Student Engagement and Communications Manager)
- Helen Jamieson (Head of Student Engagement)
- CatComms Group

#### **Frequency**

- Monthly, starting November 2020

#### **Servicing**

- Undertaken by the Student Engagement Team