

CATALYST COMMUNICATIONS GROUP

Terms of Reference

Introduction

For the purposes of this document Catalyst is the collective term used to represent specialist support teams from across *Careers, Student Services* and *Library and Learning Services*. Although Catalyst is itself a physical building the support offered extends beyond this space and is not limited to the Ormskirk campus.

Responsibilities

1. Maintain strategic and operational oversight of Catalyst student communications.
2. Represent Catalyst as a collective voice across a range of communications channels.
3. Develop and deliver an agreed digital communications framework to raise profile and visibility of Catalyst specialist support teams.
4. Identify opportunities to collaborate and streamline communications.
5. Ensure consistency and equivalency of approach across channels and campaigns.
6. Represent individual teams / services to share communication plans, ideas and initiatives.
7. Contribute to collaborative cross team working on key campaigns.
8. Develop, maintain and disseminate communications and plans with individual teams.
9. Identify and address gaps in communication approaches.
10. Ensure alignment with wider University communication frameworks.
11. Evaluate and review campaigns, communications and activities to identify learning and inform future initiatives.

Membership

- Julie Nolan (Student Engagement and Communications Manager) (Chair)
- Daniel Cole (Catalyst Communications Co-Ordinator) (LSComms) (Secretary)
- Matt Branch (Careers)
- Jane Hartlebury (Inclusion)
- Shahida Ahmed (Money Advice)
- Danielle Barnes (Student Life)
- Shannon McCaul (Student Life)
- Kordel Dickinson (Student Support)
- Shania Hudson (Mental Health and Wellbeing)
- Yasmin Armstrong (Mental Health and Wellbeing)

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

Reporting

The group will report to:

- Director of Library and Learning Services (Maria Mirza)
- Director of Student Services (Fay Sherrington)
- Head of Careers and Graduate Employability (Becka Colley-Foster)

Frequency

- Monthly starting January 2024

Servicing

- Undertaken by the Library and Learning Services, Student Engagement Team