

Group Member:		Luminate Group Services	
Job Title:		Senior Communications Officer	
Reports to:		Public Affairs Manager	
Job Grade	LEG D	Department	Communications

ROLE SUMMARY:

The Senior Communications Officer will play a crucial role within the Communications department, ensuring the communications strategies for the group and further education colleges are implemented. They will develop and lead comms and PR campaigns for a variety of audiences and be adept at media relations, writing for a range of stakeholders and be able to work under pressure and use their initiative to solve problems.

The role will also include line management responsibilities for the communications assistant.

SPECIFIC ROLE RESPONSIBILITIES:

- The Senior Communications Officer will support our internal and external communications strategies across the FE colleges and for Luminate Education Group.
- Support the department to deliver the external and internal strategies for the FE colleges and Luminate.
- Write and disseminate a variety of communications, for both internal and external audiences across B2B and B2C markets.
- Lead on media relations activities for the FE colleges and Luminate, including media monitoring and news jacking to seek opportunities.
- Ability to participate in evening/weekend work as required.

CORE RESPONSIBILITIES:

- Alongside the wider Communications team, provide the FE colleges and Luminate Education Group with crisis communications support.
- Create effective written content including press releases, thought leadership articles, website content, case studies, emails and letters for the FE colleges and Luminate Education Group.
- Take an active role in social media activities to ensure all communications are correctly shared and online engagement is optimised.
- Be heavily involved in stakeholder engagement activities across the group and for the FE colleges, including social media management, supporting, and attending networking events, and helping to log and manage engagements across the group.
- Attend key meetings across the organisation to gather information and to present back the results of communications campaigns.

11. Ensure that all communications are aligned to the appropriate tone of voice and messaging guidelines.
12. Where applicable, lead on communications projects, working with the wider marketing department and organisation to bring the right skills and expertise together.
13. Line manages the communications assistant and provide guidance and mentorship to support their development.
14. Keep up to date with public affairs and issues affecting the education sector to forecast future news stories.]
15. Any other duties that are specific to the department
16. Assistance in the preparation, support and participation of examinations and invigilation across the Group

GENERAL LUMINATE EDUCATION GROUP RESPONSIBILITIES FOR ALL STAFF:

- Maintain and update knowledge of the subject/professional area and co-operate in any staff development activities required to effectively carry out the duties of the post.
- Comply with safeguarding procedures, including the promotion of the welfare of children and vulnerable adults.
- Comply with all relevant policies and procedures.
- Act with honesty and integrity to maintain high standards of ethics and professional standards.
- Use and promote restorative practice approaches.
- Comply with all legislative and regulatory requirements.
- Promote a positive image of the Luminate Education Group and member organisations.
- Any other duties commensurate with the level of the post, which may be required from time to time.
- Embody the Group's Values:

Kindness

Creating communities where people can be authentic and true to themselves with support, trust and guidance from those around them

Enjoyment

Fostering environments that enable staff and students to be brave, interact and have fun

Passion

Encouraging all to have aspiration and passion in everything they do.

Ownership

Using our robust business planning model to allow areas to have clear ownership over their vision and performance

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Creative

Always hungry to learn and looking ahead so we can be responsive

Job Title:	Senior Communications Officer
-------------------	-------------------------------

The specific qualifications, experience, skills, and values that are required for the role are outlined below. You should demonstrate your ability to meet these requirements by providing clear and concise examples on the personal statement section of the application form. Each criteria is marked with whether it is an essential or desirable requirement and at which point in the recruitment process it will be assessed.

Methods of Assessment:

A = Application Form, I = Interview, T = Test or Assessment, P = Presentation, C= Certificate, MT = Micro Teach, R = Reference

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q1. Degree in communications, journalism, public relations, or equivalent experience	A
D	Q2. Relevant professional qualification or accreditation from bodies such as CIPR or CIM	A

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Knowledge of developing and delivering corporate and consumer communications.	A / I / T
E	EK2. Experience of planning and implementing multi-audience communications campaigns and activities.	A / I / T
D	EK4. Experience supporting with crisis communications.	A / I

E	EK6. Experience in PR and media relations that generate results.	A / I / T
E	EK7. Creating communications for different audiences, including internal.	A / I
D	EK8. Experience of coordinating and leading meetings to gain appropriate information for communications purposes.	A / I
E	EK9. Experience of advising senior leaders and colleagues on appropriate PR and comms solutions.	A / I / T
E	EK10. Knowledge and experience of developing social media channels for corporate and consumer audiences.	A / I / T

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Excellent understanding of why effective communications can impact on the reputation of a brand.	A / I / T
D	SC2. Awareness of how the political landscape regionally and nationally can impact communications.	A / I
E	SC3. Outstanding written and verbal skills.	A / I / T
E	SC4. The ability to use initiative effectively to solve problems and meet objectives.	A / I
E	SC5. Be accountable for own work and take ownership of projects.	A / I
D	SC5. Experience in audience / stakeholder mapping exercises.	A / I
E	SC6. Ability to manage expectations with both internal and external audiences.	A / I
E	S7. Organised and able to prioritise tasks and work under pressure.	A / I

E	SC11. Ability to work across a variety of communications platforms to ensure a consistent message is executed.	A / I
D	SC12. Exceptional understanding of the importance of stakeholder engagement.	A / I
E or D	SC13. Ability to plan and spot PR opportunities.	A / I

Behavioural, Values and Ethos		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	B1. Support and promotion of equality, diversity, and inclusion	A / I
E	B2. Promotion of a safe environment for children, young people, and vulnerable adults to learn in	I
E	B3. Commitment to the PREVENT agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I