

Organisation:	Luminate Education Group
Primary Organisation Supported <i>(only use this field for LEG service member of staff)</i>	Luminate Education Group
Core Job Role:	
Job Title:	Communications Officer
Reports to:	Senior Communications Officer
Grade	C
Date of compilation:	March 2024

SPECIFIC ROLE RESPONSIBILITIES:

- The Communications Officer will support our internal and external communications strategies across the FE colleges and for Luminate Education Group.
- Support the Head of Communications 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.
- Create effective content including press releases, thought leadership articles, website content, award entries, case studies, emails and letters for the FE colleges and Luminate Education Group.
- Work closely with members of the Communications team to support with media relations activities for the FE colleges and Luminate, including media monitoring and news jacking to seek opportunities.
- Work with the senior communications officer to attend internal meetings and support with the drafting of various internal communications, including newsletters and blogs.
- Work with the Communications team to provide support in partnership meetings with member organisations, ensuring that all planning documents are kept up-to-date with internal and external communications activities.
- Take an active role in social media activities to ensure all communications are correctly shared and online engagement is optimised.
- Support with reporting and the creation of monthly communications reports for the FE colleges.

- Attend key meetings across the organisation to gather information and to present back the results of communications campaigns.
- Alongside the wider Communications team, provide the FE colleges and Luminare Education Group with crisis communications support.
- Ensure that all communications are aligned to the appropriate tone of voice and messaging guidelines.
- Where applicable lead on communications projects, working with the wider marketing department and organisation to bring the right skills and expertise together.
- 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.
- Keep up-to-date with public affairs and issues affecting the education sector to forecast future news stories.
- Produce content such as blogs, articles and web copy that meets the objectives of the colleges' and department-specific aims.
- Excellent organisational skills.

CORE RESPONSIBILITIES:

- Undertake any other duties commensurate to the role, particularly in relation to marketing and corporate communications.
- Attend and assist at events throughout the year which occasionally fall on evenings and weekends.
- Assist the Communications team with the formation and strategic delivery of all communications activities.
- Ensure consistency of messaging and branding across the department.
- Seek to identify opportunities where the Communications team can work collaboratively on projects with the wider marketing department.

GENERAL LUMINARE 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 our Organisational Culture:

Few rules & clear boundaries

The ability to be creative, within areas of focus.

Ownership & performance

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

Energy & enjoyment

Fostering an environment that enables our people and learners to be brave, interact and have fun.

Creative & reflective

Always hungry to learn and looking ahead to see what is on the horizon.

Passion & ambition

Encouraging all to think aspirationally, inspiring others to do the same.

Collaborative & responsive

Proactively seeking opportunities to create synergies and positive outcomes for all.

Person Specification

Job Title:	Communications Officer
Department	Communications

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 application form. Each criteria is marked with whether it 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

Qualifications and Attainments		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	Q2. Literacy and numeracy qualification at Level 2 or above	A
E / D	Q1. Degree in communications, journalism, public relations or equivalent experience	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1. Extensive knowledge of corporate and consumer communications.	A / I
E	EK2. Experience in PR and media relations.	A / I
E	EK3. Experience of creating content that is aligned to different brands and audiences.	A / I
D	EK4. Knowledge of developing and delivering corporate and consumer	A / I

	communications in a public sector environment.	
D	EK5. Experience of planning and implementing multi-audience communications campaigns and activities.	A / I
D	EK4. Experience supporting with crisis communications.	A / I
D	EK5. Experience of preparing communications reports.	A / I
D	EK6. Creating communications for different audiences.	A / I
D	EK7. Experience of coordinating and leading meetings in order to gain appropriate information for communications materials.	A / I
Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Good understanding of why effective communications can impact on the reputation of a brand.	A / I
E	SC2. Outstanding written and verbal skills.	A / I
E	S3. Organised and able to work under pressure.	A / I
E	SC4. Ability to develop creative and engaging communications materials.	A / I
E	SC5. Ability to plan and spot PR opportunities.	A / I
E	SC6. Ability to work across a variety of communications platforms to ensure a consistent message is executed.	A / I
E	SC7. Exceptional understanding of the important of stakeholder engagement.	A / I
D	SC8. Awareness of how the political landscape regionally and nationally can impact communications.	A / I
D	SC9. Good knowledge of GDPR best practices and legal requirements.	A / I

D	SC10. Experience in audience/stakeholder mapping exercises.	A / I
D	SC11. Ability to manage expectations with both internal and external audiences.	A / I
D	SC12. Experience writing communications for internal audiences.	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