

Job Description

Group Member:		Luminate Group Services	
Job Title:		Communications Officer	
Reports to:		Communications Manager	
Job Grade	C	Department	Communications

ROLE SUMMARY:

The Communications Officer is central to delivering the department's goals. The role is fast-paced, working across a diverse range of activities including internal and external communications, media relations, public affairs, and social media.

SPECIFIC ROLE RESPONSIBILITIES:

1. The Communications Officer will support with the delivery of our internal and external communications strategies across the FE and HE institutions and for Luminate Education Group.
2. Plan, write and disseminate a variety of communications, for both internal and external audiences across B2B and B2C markets.
3. Create effective content including press releases, thought leadership articles, website content, award entries, case studies, emails and letters for the FE colleges, HE and Luminate Education Group.
4. Work closely with members of the Communications team to lead on media relations activities for the FE colleges, HE and Luminate, including media monitoring, proactively generating press interest and reactive news jacking to seek out opportunities.
5. Attend internal and external meetings and support with the drafting of various internal communications, including newsletters and blogs.
6. Advise on communications and PR solutions, while taking a lead on proactive idea generation and implementation.
7. Support with social media activities to ensure all communications are correctly shared and online engagement is optimised.
8. Support with reporting and create content that is data-led.

9. Attend key meetings across the organisation to gather information and to present back the results of communications campaigns.
10. Alongside the wider Communications team, provide the FE institutions, HE and Luminate Education Group with crisis communications support.
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 wider teams across the organisation to bring the right skills and expertise together to achieve objectives.
13. Support stakeholder engagement activities across Luminate Education Group, including social media management, supporting, and attending networking events, and helping to log and manage engagements across the group.
14. Keep up-to-date with public affairs and issues affecting the education sector to forecast future news stories.
15. Ensure content such as blogs, articles and social media meets the objectives of the colleges' and department specific aims.
16. Ability to participate in evening/weekend work as required |

CORE RESPONSIBILITIES:

17. Undertake any other duties commensurate to the role, particularly in relation to corporate communications and marketing.
18. Attend and assist at events throughout the year which occasionally fall on evenings and weekends.
19. Assist the Communications team with the formation and strategic delivery of all communications activities.
20. Ensure consistency of messaging and branding across the department.
21. Seek to identify opportunities where the Communications team can work collaboratively on projects with the wider marketing department. |
22. Any other duties that are specific to the department
23. 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

Ownership

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

Enjoyment

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

Collaborative

Proactively seeking opportunities to create synergies and positive outcomes for all

Passion

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

Creative

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

Person Specification

Job Title:	Communications Officer
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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	Degree in communications, journalism, public relations or equivalent experience	A
D	Literacy and numeracy qualification at Level 2 or above	A

Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
D	EK1. Knowledge of developing and delivering corporate and consumer communications in a public sector environment.	A / I
D	EK2. Experience of planning and implementing multi-audience communications campaigns and activities.	A / I
E	EK3. Extensive knowledge of corporate and consumer communications.	A / I

D	EK4. Experience supporting with crisis communications.	A / I
D	EK5. Experience of measuring communications activity.	A / I
E	EK6. Experience in PR and media relations.	A / I
D	EK7. Experience of working at pace and the ability to prioritise effectively.	A / I
D	EK8. Experience in photography, filming and video editing.	A / I
D	Experience of coordinating and leading meetings to gain appropriate information for communication purposes.	A/I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E o	SC1. Good understanding of why effective communications can impact on the reputation of a brand.	A / I
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
D	SC4. Good knowledge of GDPR best practices and legal requirements.	A / I
D	SC5. Able to take initiative and manage own workload through effective prioritisation.	A / I
D	SC6. Ability to manage expectations with both internal and external audiences.	A / I
E	S7. Organised and able to work under pressure.	A / I
E	SC8. Ability to develop creative and engaging communications materials.	A / I
E	SC9. Ability to plan and spot PR opportunities.	A / I

D	SC10. Experience writing communications for internal audiences.	A / I
E	SC11. Ability to work across a variety of communications platforms to ensure a consistent message is executed.	A / I
E	SC12. Exceptional understanding of the important of stakeholder engagement.	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