

Job Description

Job Title:	WYCC Partnership and Communications Officer
Location:	West Yorkshire Consortium of Colleges c/o Leeds City College, Rothwell Centre, Marsh St, Rothwell, Leeds LS26 0AG
Vacancy Ref No:	LUM514/347
Salary:	£27,829.00 - £30,405.00
This post is part-funded by the European Social Fund	

SUMMARY OF DUTIES AND RESPONSIBILITIES:

This role will help to deliver projects and develop campaigns as part of the collaboration between partner FE Colleges in West Yorkshire, the West Yorkshire Consortium of Colleges (WYCC).

As Partnership and Communications Officer, you will ensure consistent communications are deployed across a wide range of stakeholders, supporting our portfolio of funded projects and highlighting our service offer.

As part of this role you will also be responsible for maintaining an awareness of developments within the WYCC and its partners, the region's priority sectors and funding organisations, enabling the consortium to effectively engage in new opportunities.

The post holder will effectively communicate the WYCC vision and ambitions to the right partners and key stakeholders, ensuring all are kept well informed, and ensuring ongoing and efficient dissemination of WYCC results and projects.

The Partnership and Communications Officer will be responsible for managing the key contacts database, maintaining and contributing to the WYCC websites, Members Area and social media channels, event co-ordination and promotion, and will support in key meetings and project engagements.

REPORTS TO:

WYCC Marketing and Communications Manager

STAFF RESPONSIBILITIES FOR:

None

MAIN DUTIES:

1. To support the Marketing and Communications Manager in the delivery of a social media plan for WYCC to partners, employers and stakeholders including the creation of content for WYCC and WYSP social media channels.
2. To ensure the smooth running of events including arrangements relating to the venue preparation, arrival of delegates, distribution of marketing collateral, post event review and evaluation.
3. To support WYCC project teams through developing and maintaining effective communications with, and providing advice to partners and external audiences.
4. To support communications with all stakeholders (internal and external) through the provision of briefing notes, newsletters and e-shots, updating them on progress.
5. To ensure all publicity and branding requirements as specified within funding guidelines are adhered to and projects are effectively communicated through WYCC and associated funding bodies' communications channels.
6. To update the WYCC websites including the WYCC courses microsite using the content management system.
7. To develop and maintain good working relationships with internal and external customers and other stakeholders, encouraging effective communication and continuous improvement in the delivery of services.
8. To monitor the effectiveness of communication methods and to implement the most efficient and effective ways of contact to our customers.
9. To work alongside the Marketing and Communications Manager in the organisation of exhibitions, displays, conferences, to maintain the events log for external events, and attend such events as required representing the WYCC.
10. To provide support for relevant meetings including setting meeting dates, producing agendas, reserving rooms, organising hospitality, taking minutes and circulating information to members concerned.
11. Be a key member of the team as well as providing, supporting and managing engagement activities across projects and effective stakeholder management.
12. Gather stakeholder and employer information and intelligence which supports WYCC to develop its partnership work and to inform project planning.
13. Act as the key point of contact for partnership enquiries and activity.

General

1. Maintain and update knowledge of communications and events best practice and co-operate in any staff development activities required to effectively carry out the duties of the post and to participate in staff review and development schemes.
2. Maintain and update knowledge of educational research to develop evidence-based practice.
3. Act with honesty and integrity to maintain high standards of ethics and professional behaviour in support of students.
4. Manage and promote restorative practice approaches the strengthening of relationships.
5. Comply with all WYCC policies and procedures.
6. Comply with all legislative and regulatory requirements.
7. Promote a positive image of the West Yorkshire Consortium of Colleges Consortium and its partners.
8. Any other duties commensurate with the level of the post, which may be required from time to time.

NOTES:

Safeguarding Children and Vulnerable Adults

West Yorkshire Consortium of Colleges has a statutory and moral duty to ensure that the organisational functions with a view to safeguarding and promoting the welfare of children and young people studying at its partner Colleges. The post holder will be required to commit to the Colleges child protection policy and promote a safe environment for children and young people learning within the College which the post holder will be based. All posts are subject to enhanced Disclosure and Barring Service check. However, having a criminal record will not necessarily bar you from working with us this will depend on the nature of the position and the circumstances and background of your offences.

Equality and Diversity

All employees of West Yorkshire Consortium of Colleges (WYCC) are required to promote equality and diversity in all aspects of the job. Specifically the job holder will be required to support the WYCC to meet the General Equality Duty under the Equality Act 2010 to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.

- Foster good relations between people who share a protected characteristic and those who do not.

The protected characteristics are: Age, Disability, Gender Reassignment, Marriage/Civil Partnership, Pregnancy/Maternity Leave, Race, Religion or Belief, Sex, Sexual Orientation.

Health and Safety

It is the responsibility of all employees to co-operate with the WYCC management in meeting the objectives of providing a healthy and safe place of work. Therefore, all staff must carry out their work with reasonable care for the health and safety of themselves and other people. Accidents or near misses must be reported and safe working procedures must always be followed.

1. Duties will inevitably develop and change as the work of the consortium changes to meet the needs of our service. Employees should therefore expect periodic variations to job descriptions, WYCC reserves this right. This job description will be supplemented on a regular basis by individual objectives derived from WYCC strategies.
2. Where an applicant or existing employee is, or becomes, disabled (as defined by the DDA) and informs the WYCC fully of their requirements, reasonable adjustments will be made to the job description wherever possible.

GENERAL TERMS AND CONDITIONS OF POST	
Working Hours:	37 hours per week; Monday to Friday
Probation Period:	6 Months subject to periodic reviews
Special Conditions of the Post:	None

Job Description	
Compiled By:	West Yorkshire Consortium of Colleges
Compilation Date:	19.05.2023

Person Specification

Job Title:	WYCC Partnership and Communications Officer
Department	West Yorkshire Consortium of Colleges

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	Q1. Educated to A level standard or equivalent	A
E	Q2. Level 2 in English and Maths	A
D	Q3. Professional qualification in PR, marketing, events or communications.	A
Experience and Knowledge		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	EK1 Ability to communicate effectively with all stakeholders internally and externally.	A/I
E	EK2 Experience of working with internal governance processes and procedures	A/I

E	EK3. Experience of some or all of the following IT packages: MS Word, MS Excel, MS Power Point, MS Publisher, Adobe Acrobat	A/I
E	EK4. Experienced with a proven track record of delivering within a results-orientated environment and understanding different customer journeys and communications needs.	A/I
E	EK5. Experienced at executing tasks that support marketing and communication strategies, and managing online activities.	A/I
E	EK6 Experience of delivering social media plans and knowledge of platforms including, but not limited to, Facebook, Twitter, LinkedIn, Instagram and Google Business	A/I
E	EK7 A record of accomplishment of working with projects partners and stakeholders and responding to changing environment.	A/I
E	EK 8 Experience of copywriting for different audiences	A/I
D	EK9 Experience of planning and promoting events and involvement with external forums	A/ I
D	EK10 Previous experience of working within a grant funded environment and implementing guidelines relevant to communications and marketing.	A/I

Skills and Competencies		
Essential (E) Desirable (D)	Criteria	Method of assessment
E	SC1. Professional and Technical knowledge. Relevant knowledge related to the job role	I
E	SC2. Interpersonal and Communication skills. Relates effectively to others, both one to one and	I

	in teams, effective in giving and receiving messages both face to face and in writing. Ability to engage with both internal and external, senior customers and stakeholders.	
E	SC3. Exceptionally strong organisational skills	I
E	SC4 Ability to analyse and work accurately and effectively to deadlines	I
E	SC5. Initiative and innovation. Proactively creates and appreciates new ideas and perspectives, sees possibilities and challenges established practices in constructive ways.	I
E	SC6. Able to communicate at all levels, work independently and function as part of a team	I
E	SC7. Capacity for change. Ability to cope with continuous and complex changes, to be flexible and to handle high levels of uncertainty, and ability to show resilience under pressure and remain positive at all times	I
E	SC8. Enduring Resilience. Continually exuding optimism and a 'can do' attitude.	I

Behavioural, Values & Ethos

Essential (E) Desirable (D)	Criteria	Method of assessment
E	B2. Committed to child protection and the promotion of a safe environment for children and young people to learn in	I
E	B3. Commitment and awareness to the Prevent agenda	I
E	B4. Commitment to professional standards	I
E	B5. Commitment to restorative practice approaches	I