

JOB DESCRIPTION

Post title: Communications Officer

Grade/salary: Grade 5

Reports to: Senior Marketing Manager

Position: 0.5FTE all year round (52 weeks) or term time (39 weeks)

PURPOSE OF THE POST

To deliver quality communications activity and advice that promotes and protects academy and organisational profile and reputation, through events, press, broadcast and social media activity.

To identify and create compelling, engaging content which is appropriate in tone for all audiences and showcases academy life through effective storytelling.

To support marketing and HR colleagues in conceptualising, exploring and creating effective student and staff recruitment campaigns for multi-channel use.

To deliver corporate internal communication and engagement activities, ensuring staff understand and feel part of the Diverse Academies community, instil pride and provide a consistency of message.

To work flexibly and collaboratively across a portfolio and beyond as part of a highly responsive marketing and communications function.

MAIN DUTIES AND RESPONSIBILITIES

- Work closely with the Senior Marketing Manager to deliver and evaluate internal engagement and external communication activities in line with strategic priorities, working to [Tier 2 ISBL Professional Standards](#).
- Build and maintain relationships with stakeholders across the trust, providing communications advice and media training.
- Oversee the development of high quality, creative and customer focused design for use across multiple channels including web, print, moving image and social media.
- Act as the first point of contact for media enquiries and co-ordinate responses within agreed deadlines, liaising with colleagues where appropriate to obtain correct information.
- Identify and research news stories, write and distribute news releases, and use other techniques to promote these stories through news and social media.
- Cultivate relationships with local, regional and national news correspondents/titles, to better understand story preferences, styles and interests.
- Set up media interviews, draft briefings and statements to influence coverage that promotes and protects profile and reputation. Regularly scan the news to spot opportunities and proactively pitch stories/educational commentators into topical news events.

- Work with senior colleagues to deliver effective communications, acting swiftly and decisively where necessary to protect reputation.
- Maximise opportunities to promote events and public engagement activities to build profile and reputation with stakeholders.
- Create, develop and edit copy to support internal communications and multi-channel campaigns and marketing materials, using flair and imagination to turn factual information into innovative and compelling copy. Work with colleagues to develop their copywriting skills, offering guidance, advice and support.
- Take responsibility for the quality and delivery of internal communication activities, ensuring improvements are made with an emphasis on digital techniques.
- Devise and maintain a planning system for internal communications, aligned to the Diverse Academies calendar and which forecasts opportunities to deliver timely, relevant and engaging communications.
- Deliver communications in the event of major incidents and crises, which may incur a small degree of out-of-hours working according to the nature of the crisis.
- Motivate, lead and manage all direct reports and other staff where required. Allocate responsibilities, work plan and manage performance. Provide guidance, coach and support to develop staff skills, knowledge and understanding. Carry out annual appraisals, set and agree objectives, giving regular feedback to ensure targets are met.
- Monitor and evaluate all activities, producing accurate reports and data to demonstrate impact and identify areas for improvement.
- Follow relevant standards, practices and processes in order to support the quality assurance, monitoring and evaluation of communication activities against objectives.
- Provide consistent and professional expertise in support of the overall marketing strategy.
- Embrace change, support new and collaborative ways of working, and share best practice.
- Represent the marketing function at all opportunities within your role, understanding the range of skills available, as well the importance of delivering the trust's strategic aims.
- Ensure the appropriate escalation of issues and areas of concern to the relevant manager.
- Demonstrate a commitment to the ongoing development of yourself and others.

PERSON SPECIFICATION

The following qualities are all deemed fundamental to the requirements of the post. The Trust will, therefore, be seeking evidence of these in the selection process, which will include the application, interview(s) and references.

The Trust is seeking to appoint highly skilled, dynamic, flexible and committed staff with the potential to help us realise our vision and strategic objectives. The appointing panel will, therefore, require sufficient evidence of ability and achievement in each of the following areas in order to make an appointment.

Category	Essential	Desirable	Evidence
Qualifications			
Educated to degree standard (or equivalent experience)	✓		Application form
Professional qualification and/or membership of relevant professional body (e.g. CIPR, CIM)		✓	
Experience, knowledge and understanding			
Experience of delivering news and PR activity including media handling, and participating in major incident and crises communications	✓		Application form / Interview / References
Knowledge and experience of developing digital marketing initiatives		✓	
Experience of delivering programmes of employee engagement communications	✓		
Proven ability to successfully write copy for various channels with a good understanding of, and the ability to use, Plain English	✓		
Experience of motivating and managing staff		✓	
Experienced in deploying resources and project management	✓		
Competent with usage and measurement of social media platforms	✓		
Experience of using data and its analysis to inform decision-making and campaign planning	✓		
Personal attributes and qualities			
Strong interpersonal and communication skills including report writing, copywriting and/or editing skills	✓		Interview
Good planning and organisational skills with the ability to manage conflicting demands and meet deadlines	✓		
Ability to achieve results through the development of relationships with a wide range of people, some of who may have a limited understanding of marketing	✓		
Ability to influence stakeholders through personal visibility, evidenced argument and skill in professional discipline	✓		
Confident in using data and its analysis to assess activity	✓		
Other			
Able to work flexibly including regular travel across the geographic coverage of the organisation and occasional evenings, according to the needs of the service	✓		Interview
The post holder will be subject to an enhanced Disclosure & Barring Service check	✓		

Prior to confirming an appointment to the Trust, individuals are asked to complete a medical questionnaire in order that the Trust's Occupational Health provider can ascertain their medical fitness for the post	✓		Pre-employment checks
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