

JOB DESCRIPTION

Job Title: Communications Officer

Reporting to: Brand Manager

JOB PURPOSE

To support the marketing and communications functions for the Skills and Education Group, covering a range of key areas such as social media, newsletter management, content creation and design support.

MAIN DUTIES AND RESPONSIBILITIES

- 1 To lead on the day to day running of the brands digital engagement channels (email, web and social media) in order to help grow the Group's reputation
- 2 To work with the Brand Manager to develop and implement a digital strategy for the Group
- 3 To generate monthly analytical reports, using tools like Google Analytics, to measure and increase the impact of our digital engagement across the Group
- 4 To source inspiring content to be used across multiple channels for each of the brands
- 5 To be confident in writing, editing and proof-reading, engaging user-friendly content for our websites, such as press releases and blog posts
- 6 To work with colleagues across the organisation to generate content for brand related newsletters
- 7 To be confident in using Mailchimp for managing lists and creating newsletters
- 8 To have knowledge of using WordPress to update websites across the Group
- 9 To have some basic knowledge, or be prepared to learn the basics of using Adobe Creative suite, to support the Brand Manager in publication and digital graphics creation
- 10 To commission ad campaigns across multiple digital engagement channels as and when required
- 11 To create internal and external surveys as and when required
- 12 To develop and improve the brands, individual Search Engine Optimisation ranking, through creating and implementing a Search Engine Marketing Strategy
- 13 To help supervise the organisation's brand and corporate image both internally and externally

- 14 To effectively evaluate all digital engagement activity and make recommendations on where changes are needed
- 15 To assist the team with other required duties as and when necessary
- 16 To assist in the planning and promotion of the annual conference and any other events as and when required
- 17 To deliver a high standard of customer care in all duties undertaken, providing the best possible service to all customers (both internal and external) in line with the Company standards.

The above mentioned duties are neither exclusive nor exhaustive and the post holder may be required to carry out such other appropriate duties as may be determined by the Assistant Director Membership, Foundation and External Affairs and Brand Manager.

The post holder will be expected to adopt a flexible approach to ensure the efficient and effective running of the Company.

August 2019