

Job Description

Job Title:	Head of Communications and Marketing
Reports to:	CEO
Location:	Quantum House, 22 – 24 Red Lion Court, Fleet Street, London, EC4A 3AB
Purpose:	<p>A fantastic opportunity to lead the communications and marketing for Education and Employers. The Charity aims to ensure that all young people have the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential.</p> <p>This key new post will be responsible for ensuring that the charity's vision and work are effectively communicated to a wide range of stakeholders and in so doing increase the number of people volunteering to help young people. The successful candidate will also oversee communications to employers and schools and support the dissemination of our research findings to influence policy and practice.</p>
Remuneration:	£48k - £52k pro-rated (3 days a week) (depending upon experience)
Additional Terms:	30 days paid holiday, pro-rata
Appointment Terms:	0.6 FTE Permanent
Start date:	As soon as possible

Education & Employers Charity

[Education and Employers](#) is a national charity that was launched in 2009 with the aim of ‘ensuring that every school and college has an effective partnership with employers to provide its young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so to secure the UK’s future prosperity’. The charity works to achieve this by working in close partnership with leading national bodies representing schools, colleges and employers.

The Charity runs [Inspiring the Future](#) a bespoke match-making service which connects state schools and colleges with employers and people from the world of work and using this technology runs the [Inspiring Women](#) and [Primary Futures](#) Campaigns. Over 37,000 people have registered to volunteer from all levels – apprentices to CEOs, all sectors – archaeology to zoology and in all parts of the country. Using the same technology, the charity also runs the national Inspiring Governance and Inspiring FE governance services. Over 3,500 volunteers have already signed up online and recruiting boards can search quickly and easily for the skills and experience they need.

Our Inspiring the Future platform and related programmes and campaigns have seen high profile support across government, business and teacher associations and ongoing corporate partnerships including Bank of America Merrill Lynch. A number of other countries are rolling out the programme including [China and Australia](#).

The charity also undertakes research on education and employer engagement. Our research has led the way in improving the quantity, quality and relevance of research into employer engagement in education and is now quoted through government policy and by other key practitioners. In addition to undertaking its own research, an early priority of the charity was to make high quality robust research produced by academics around the world easily accessible to practitioners, employers and policy-makers.

Job Description

The successful candidate will be responsible for leading the Charity’s external communications and marketing plan with a strong focus on digital communications including the website, social media and content marketing. Whilst the focus is on external communications, support for international communications will also be required on an ad-hoc basis.

We are currently in the process of reviewing our brand architecture and have engaged a leading strategic brand and design agency to support the review and help us update and transform our communications. We will be refreshing our Education and Employers and Inspiring the Future websites in the near term. This is an exciting time to join the Charity and the role will be pivotal in helping us raise our profile and reach wider audiences ensuring key messages are wide-reaching, impactful and consistent across all stakeholders. In particular, the role will be expected to lead:

- Recruitment campaigns to increase the numbers of volunteers for our programmes, ensuring targeted campaigns for specific demographics and with a focus on digital marketing supplemented by traditional marketing approaches.

- Development of our digital marketing strategy to support all communications across the charity.
- Delivery of high quality content for all our promotional materials and communications with key stakeholders.

You will also be expected to maximise the charity's brand visibility at conferences and events through publicity and the production of relevant promotional materials and attend conferences and events where communications support is required.

We are looking for an experienced and hands-on communications and marketing professional who is creative, digitally savvy and has significant experience in developing strategy, delivering on targets and managing staff. Education and Employers is a small charity working at a rapid pace to bring about change and the ideal candidate will be a self-starter with strong communication skills, able to absorb key information quickly and work well with a small team in a dynamic working environment.

Key Accountabilities

Strategy, Insight & Brand

- Working with the CEO to create a communication and marketing strategy and reports using key analytics to assess the effectiveness of communications.
- Develop an understanding of our different audiences and ensure updated and relevant brand guidelines are available across all our programmes which are then disseminated and used by staff and key stakeholders.
- Establish a vision and framework for how our stakeholder materials, from online to print, look to create a more integrated, connected and engaging user experience whatever channel they engage with us through.

Recruitment

- Working with the Senior Management Team, design and deliver both regional and national recruitment campaigns to increase the number of volunteers and schools engaged on our programmes and services focusing on digital channels and social media including twitter, Facebook and LinkedIn.
- Design and deliver bespoke recruitment campaigns to support the diversity of our volunteers

Digital Marketing

- Management of Education and Employer's brand and collateral
- Develop and implement a digital and social media strategy to raise the digital bar across the organisation; and to ensure that all our digital activities work together effectively to create cohesive, audience-led experiences which are engaging, relevant and enhance the brand.
- Use digital analytics and SEO to ensure our digital communications are effective
- Working with the Communications Officer ensure our websites' content, look and feel remain up to date, relevant and engaging.
- Maximise brand visibility

Content Development & Communications

- Ensure that the findings of our research are effectively disseminated to a variety of audiences – government, policy makers, employers, schools and volunteers
- Lead and direct the compilation, writing, editing, design, production and distribution of printed, audio-visual, digital materials to generate more volunteers and usage by schools
- Support the CEO and the team with communications and marketing around events, PR and internal communications.
- Ensure the charity has in place strong crisis communications policies and procedures and lead on crisis communications alongside the CEO
- Lead internal communications across the team determining the best medium to support both staff in the London office and those working regionally

Line Management responsibilities

- Line management responsibilities for the Communications officer and Events Coordinator ensuring both roles set annual personal and delivery objectives and are well supported

Other

- Contribute to the charity's strategic development as part of the Senior Leadership Team
- Other ad hoc duties as required

Person specification

Skills/ Knowledge/ Expertise

Essential

- Management level experience of developing, implementing, managing and evaluating brand, communications, Digital and marketing strategy
- Experience in developing innovative engagement and communication channels, preferably relating to national –level campaign, policy and influencing agendas
- Outstanding contemporary communication and influencing skills
- Excellent proof reading, copywriting and editing skills
- Demonstrable successful use of digital and social media
- Senior management level experience of programme and project management
- Experienced in crisis communications

Desirable

- A passion for supporting young people in realising their potential
- A successful track record in planning effective campaigns to influence the behaviour of external stakeholders / customers
- Specialist knowledge of the education and employment sectors and the policy environment and delivery models which underpin relationships
- Experience of working in a small team
- Understanding of risk management and data protection

Personal Attributes

- Good level of education, demonstrating strong client facing aptitude and communication skills both written and verbal. Comfort and confidence in working with a variety of external stakeholders, having an entrepreneurial and enterprising approach to their work.
- Good working knowledge and practical application of Microsoft office tools and customer relationships software
- A “doer”- ability to anticipate requirements and act to provide workable solutions
- Creative and solutions orientated, perceiving processes as the means rather than the end and as an aid to effective delivery
- Influencer - demonstrates personal ‘presence’ and gains the confidence of others through temperament, capability and calibre
- Demonstrates sensitivity and possesses the ability to manage effectively the organisational tensions that sometimes develop between all stakeholders involved in the organisation and delivery of the event.
- Team Player: working collaboratively and flexibly to achieve outcomes and is keen to add value to the organisation’s culture and ethos
- Able to undertake some occasional work in the evenings and at weekends
- Able to travel in the UK if required

Application

The closing date for applications is Monday 11th September and only successful candidates will be notified no later than Monday 25th September that they have been shortlisted.

Interviews will take place shortly after at the Education and Employers’ offices in Fleet Street London.

Please send a CV and Covering Letter setting out your interest in and suitability for the role to jobs@educationandemployers.org

Applications from recruitment agencies will not be considered under any circumstances.