

## ***Do you want to have an impact on the lives of young people in the UK?***

*Could you use communications approaches effectively to help state schools and colleges connect with local volunteers to give hundreds of thousands of young people better insight into the world of work as part of the successful Inspiring the Future (ITF) programme?*

### **Full-Time - Communications Officer**

- Salary: £21,00 - £25,000 per annum dependent on experience (includes London Allowance)
- Location: Clerkenwell, London
- Job Type: Permanent
- Hours: Full Time

### ***Education and Employers Charity – Inspiring the Future***

The charity, Education and Employers, was established in 2009 and works closely with senior representatives of the business community in partnership with leading representative bodies from the world of education.

Inspiring the Future was launched in July 2012 with the initial aim to get employees to volunteer to spend at least an hour a year visiting a school or college to talk to young people about their job and the routes they took to get there. This could be typically by attending a careers fair or giving an informal careers insight talk. To date there has been very strong demand from schools and colleges – nearly 10,000 teachers from 6,000 schools/colleges have already signed up. Volunteer interest is also strong with registrations approaching 30,000 ranging from Apprentices to CEOs, archaeologists to zoologists. Inspiring the Future now helps 10,000 pupils a week connect with employers across a wide range of activities.

### **Job overview:**

We are looking to recruit a communications officer to join our charity at an exciting time in its development to work across its flagship services: Inspiring the Future, Inspiring Governance and its high-profile Inspiring Women and Primary Futures campaigns, and support the other work of the charity. The job is a fantastic opportunity to have an immediate and measurable impact on an initiative with national, and increasing international profile that makes a real difference to the lives of young people.

The role will include written and visual communication at all levels as well as online and social media, print, events and supporting PR. **The successful candidate will need to be highly articulate with first class written, communication and presentation skills.**

The ideal candidate will be someone able to absorb key information quickly, work well within a small team in a fast moving environment. There is every prospect of *Inspiring the Future*, and its

Inspiring Governance, Inspiring Women and Primary Futures campaigns becoming one of the innovation success stories of British education, and this is an excellent opportunity to become associated with that success.

- Job Title:** **Communications Officer - Inspiring the Future**
- Reports to:** Head of Campaigns and Engagement working under the strategic direction of the Director of the charity
- Location:** Challoner House, 19 – 21 Clerkenwell Close, London, EC1R 0RR
- Purpose:** The aim of the job is to lead on communications for Inspiring the Future and to contribute to the broader work of the charity including its campaigns and research
- Remuneration:** £21k - £25k per annum depending on experience (includes London Allowance)
- Additional Terms:** 30 days paid holiday, exclusive of Statutory Holidays
- Appointment Terms:** Full Time

## **Job description**

### **Key Accountabilities:**

#### **Day-to-day management of communications for Inspiring the Future**

- Manage and successfully deliver high value communications for Inspiring the Future, (Inspiring Women/Primary Futures), Inspiring Governance and support other campaigns as they are developed and launched
- Edit, develop and manage all of the Charity's websites (excluding research) using Word Press CMS system and write updates and copy including news and events articles for the charity
- Lead on social media strategy and implementation: two Twitter accounts, Facebook, and the Inspiring Women blog (writing and commissioning). Develop the charity's LinkedIn presence
- Coordinate and draft the annual review
- Update content for digital channels i.e. our secure portal pages for teachers, volunteers and recruiting governors
- Manage online presentation resources - keeping them up to date, archiving and disseminating to the schools and employer engagement teams, as well as supporting with ad hoc presentations where needed

- Responsible for production and dissemination of regular e-newsletters/emails via Salesforce CRM, through Vertical Response/MailChimp to various stakeholders and audiences including: schools, volunteers, governors. Coordinate and develop content, sending to appropriate stakeholders, and building reports
- Produce reports showing the impact of communication initiatives and targets agreed by senior management
- Write and oversee the production of printed and online leaflets, brochures and reports, and other materials aimed at teachers, volunteers and employers
- Co-ordinate digital analytic tools in order to support the strategy behind content production, assess impact and report regularly to senior management
- Undertake media monitoring, maintain press cutting folders and archive of all media coverage
- Commission marketing materials and digital multimedia services, via external graphic designers, photographers, and occasionally PR and advertising agencies. Liaise with the charity's external part-time media consultant as required
- Maintain a personal profile and professional conduct in keeping with representing the charity appropriately at all times
- Deal with day to day, ad hoc queries and be a contact person for communication related queries
- Understand the processes the charity has in place for crisis communications planning and implementation, and act accordingly

#### **Other**

- Identify and participate in an agreed volunteering activity in the field of education to gain a better knowledge of education for 5 days a year

#### **Person Specification**

##### **Skills/ Knowledge/ Expertise**

###### *Essential*

- Good level of education, demonstrating capability in producing written content to a very high quality
- A highly articulate and confident communicator who is influential and effective in presenting to a range of different stakeholders

- Excellent interpersonal, planning, negotiating, time management, administrative and organisational skills, able to identify priorities and understand own and others' daily work schedules to ensure routine priorities are handled effectively to agreed timescales, deadlines and budgets
- Able to manage multi-stakeholder relationships both internal and external
- Proactive, with a 'can do' attitude, and the ability to seize opportunities that are presented
- Have a good working knowledge of Word, Excel, and Power point, and experience of using databases, as well as knowledge on how to optimise data capture and presentation
- Proficiency in effective management of online media (web, twitter, Facebook, YouTube) to drive stakeholder behaviour
- Work enthusiastically as part of a small dynamic team, sharing knowledge and experience with colleagues
- Attention to detail and accuracy
- An understanding and appreciation of the value of high quality graphic design
- Ability to travel within the UK and occasional overnight stays if necessary

### ***Desirable***

- Familiarity with the education and employment sectors and the policy environment, as well as knowledge of effective techniques which underpin relationship building
- Experience in a similar communications or marketing role
- A successful track record in planning effective campaigns to influence the behaviour of external stakeholders/customers
- Knowledge of volunteer management systems

### **Personal Attributes**

- 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 necessarily co-exist between stakeholders and partnerships
- Team Player: working collaboratively and flexibly to achieve outcomes

To express interest in the post, please email a covering letter with a copy of your CV to: [jobs@educationandemployers.org](mailto:jobs@educationandemployers.org) by Friday 22nd July 2016.

Interviews will take place on Wednesday 3rd August 2016.

**inspiring**  
the  
**future**

Part of Inspiring the Future  
**Inspiring**  
**women**

Part of Inspiring the Future  
**Primary**  
**Futures**

**inspiring**  
**governors**