



## Communications & Campaigns Assistant

### Job Description and Personal Specification

#### OVERVIEW

The *Communications & Campaigns Assistant* is an Apprentice role that will be the heart of the Communications Team – working to deliver for our members and partners. The Apprentice will learn and work on all elements of communications and marketing – from press to social media, from marketing paid-for events for professionals, to creating content to get young people engaged in politics. All members of the team will be there to support the Apprentice through their training every step of the way. Learning new skills and trying things you may have never tried before is all part of being an Apprentice - we don't expect applicants to be experts in further education or complex policy, or to have had lots of experience in comms and marketing yet. All we need is applicants who are bright, organised, willing to learn and committed to completing both on-the-job and off-the-job training. If you have a relentless belief in the power of education to transform lives, the AoC is for you!

This is a really exciting time to join AoC, our campaigning work is really starting to pay off – it is being recognised by government, we are securing more and more press coverage, and we are getting the majority of members engaged in our work. But there is still so much to do.

#### JOB DESCRIPTION

##### Communications & Campaigns Assistant

<b>Job Purpose:</b> to support the communications team to deliver strong public facing campaigns and communications that change people’s views of colleges, as well as helping to increase the number of people purchasing our services and events.	
<b>Department / Directorate</b>	Communications
<b>Reports To</b>	Head of Communications / Marketing Manager / Press & PR Manager (TBC)
<b>Contract Type</b>	Permanent, Full-time
<b>Role Level</b>	Operations Support (OS)
<b>People Management</b>	None
<b>Monetary Responsibility and Risk Management</b>	<b>Budget:</b> no direct budget responsibility.

	<b>Risk Management:</b> being alert to the potential reputational risk to the organisation that comes with comms and marketing.
<b>External Key Contacts</b>	College marketing teams, campaign stakeholders and partners, further education sector journalists
<b>Internal Key Contacts</b>	Public Affairs team, External Relationships & Partnerships team, Events team, Policy team, Projects team, and Regional teams

## Key Accountabilities & Responsibilities

1. **Campaigning** – working with the wider-team support the successful delivery of AoC campaigns, including Love Our Colleges and Colleges Week. This will involve supporting with social media, press, digital marketing, and work with MPs.
2. **Keep our websites up to date** – with relevant and timely information, to make sure that they are as useful, up-to-date and easy to use as possible. You'll also be part of the team delivering a new AoC website.
3. **Social media** – creating great content to get clicks and comments and people engaging with AoC's work, especially the #LoveOurColleges campaign and AoC events and services, in collaboration with our Communications Officer.
4. **Press & PR** – finding good news stories and helping to identify and maintain a case-study database; working with our Press & PR Manager to pitch stories and reply to journalists.
5. **Marketing our events and services** – supporting the digital marketing of our paid-for services and events, including conferences, training courses, and recruitment services.
6. **Administrative support** – manage the comms team email inbox and help to organise logistics for meetings and events; make sure the team folders and shared drives are organised and up-to-date; and other administration as needed.

## PERSON SPECIFICATION

The following details the essential criteria against which applicants will be assessed, shortlisted and eventually selected, together with the assessment methods.

*Key: A = Application; T = Test; I = Interview*

Description	Assessment
<b>Education/ Qualifications/ Professional Bodies</b>	
GCSE or equivalent level of qualification in English (Grade C and above)	A
<b>Knowledge, skills, ability and experience</b>	
Good written communication skills with accurate spelling and grammar	A
Good interpersonal skills with ability to build rapport when meeting new people	I
Ability to work independently and to tight deadlines	A / I
Relevant experience of building strong working relationships	A / I
Creativity in the development of new ideas	A / I
Computer confident with basic skills using Microsoft Word, Outlook, Excel, Powerpoint	A
An understanding of how to use major social media channels – primarily Twitter, LinkedIn and / or Facebook	A / I
Experience of using CMS systems is helpful but not essential (we use Wordpress and Drupal)	A
Experience of working on campaigns is helpful but not essential	A
Demonstrates respect for equality and diversity and works to actively promote an inclusive work environment and good working relationships among colleagues	I
Demonstrates an interest in Further Education	A / I
Demonstrates commitment to complete apprenticeship training	A / I

### **Acknowledgement**

*This job description has been designed to indicate the general nature and level of the work performance by employees within this post. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications / experience required by employees assigned to the role. These may be subject to future amendments following appropriate consultation.*

## About the Association of Colleges

At the heart of every community should be a strong and successful college, supporting students, delivering skills, transforming communities, promoting social justice, working with employers, and growing the economy.

Association of Colleges is the national voice for further education, sixth form, tertiary and specialist colleges in England. We are a not-for-profit membership organisation established by colleges, for colleges. Our members make up almost 95% of the sector - transforming 2.2 million lives each year. Acting as the collective voice, we represent and promote the interests

of colleges, and provide our members with high-quality professional support services, including training, events, and recruitment.

The AoC group includes: **AoC Services** - supporting all colleges to be great colleges by delivering high quality and cost-effective further education events, training and development, executive recruitment, interim management and strategic consultancy services; **AoC Jobs** - the first and only stop for anybody looking for a new job in further education; **AoC Sport** - leading the development of sport and physical activity in 16+ education; and **AoC Charitable Trust** - promoting the very best in FE with some of the biggest and most respected awards in education, including the AoC Beacon Awards, AoC Gold Awards, and Student of the Year.