

Job Description: Communications Executive

Role Specific

- To support the Head of Communications in the delivery the Group's communication strategies to support learner attraction and protect and enhance reputation.
- Develop engaging content across multiple channels including press releases, web copy, case studies, blog posts, email and campaign copy.
- Co-ordinate media calls and pitch for media interviews.
- Develop and deliver creative and engaging media and communications campaigns.
- Using analytics tools contribute to department reports evidencing the impact of all communications activity.
- Work with the Head of Communications to deliver an internal communication strategy for colleagues to increase engagement and enhance understanding of the organisational vision and business priorities.
- Work closely with the marketing team to manage content for NCCG's digital channels, including websites, social channels and SEO.
- Responsible for drafting award entries to celebrate the success of our learners and colleagues and raise the profile of the Group.
- Work with the Head of Communications to deliver learner communication plans to support student engagement and retention.
- To support in the delivery and promotion of internal and external events
- Support the Marketing team in the management of content for social media, web and marketing campaigns.
- Support in the development of content for key print publications including the college prospectus, B2B promotional brochures, corporate communications and other marketing and communications collateral.
- Use innovative multimedia channels to engage and enthuse key audiences and stakeholders across the Group.

College Responsibilities

1. **Share the College's Vision, Mission, Values, Behaviours and communicate them effectively**
2. **Participate in Staff Review and Professional Development activities and be actively involved in the College's culture of high expectation**
3. **Value diversity and promote equality**
4. **Engage in marketing activities and liaison with employers and the wider community in line with College strategies**
5. **Contribute to cross-college events**
6. **Adhere to College policies and procedures including health and safety**
7. **Ensure good communication at all levels**
8. **Be responsible for safeguarding and promoting the welfare of children, young people and/or vulnerable adults**
9. **Any other duties that the Principal considers appropriate**

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Person Specification	Communications Executive
Qualifications and Attainments	Essential / Desirable
5 GCSEs or equivalent, including Maths and English at Grade C/4 or above	Essential
Degree Level Qualification in a relevant field	Highly Desirable
Training, Experience and Knowledge	
Experience of working in a fast-paced environment	Essential
Experience of delivering impactful integrated communications campaigns	Essential
Experience of using analytics tools to measure the impact of communications activity	Essential
Experience of creating engaging content across multiple channels for a wide and diverse audience	Essential
Experience of dealing with the media	Highly desirable
Experience of internal communications	Highly desirable
Experience/knowledge of the education/FE sector	Desirable
Personal Skills and Attitudes	
Excellent written skills	Essential
Excellent communication and interpersonal skills	Essential
Highly creative with a proven track record of innovation	Essential
Strong digital skills	Essential
Ability to work under pressure and to tight deadlines	Essential
Display initiative, be positive and enthusiastic	Essential
Exceptional organisational skills	Essential
Possess the ability to positively influence others at all levels	Essential
Excellent attention to detail and commitment to quality	Essential
Demonstrate a commitment to equality and diversity, customer service and quality assurance	Essential
Be a team player	Essential
Demonstrate a commitment to the process of continuous review and improvement	Essential
Suitability to work with children, young people and vulnerable adults	Essential
Flexible approach to working times in line with the College including evenings	Essential
Full driving licence and access to own transportation	Essential