

**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 also 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.

**JOB DESCRIPTION**

**Job Title: Press & PR Manager**

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| **Job Purpose:** Raise the profile and the prestige of the Association of Colleges, our members and the further education sector through the development and delivery of effective press and PR work. | |
| **Department / Directorate** | Communications / Member Services |
| **Business Unit** | AoC |
| **Reports To** | Head of Communications |
| **Contract Type** | Permanent  Full-time (37.5hrs/week, Mon-Fri) |
| **People Management** | **Direct Reports:** Communications Officer *(Sport & Student Experience)*  **Indirect Reports:** None |
| **Monetary Responsibility** | **Budget:** overseeing the media spend within the wider-communications budget.  **Risk Management:** managing relationships with the media and reputational risk through provision of advice to colleges. |
| **External Key Contacts** | Editors and journalists – national, sector, and regional. Senior leaders and comms teams at member organisations. Press and PR teams at campaign partner organisations. |
| **Internal Key Contacts** | Chief Executive and Deputy Chief Executives, Public Affairs, Policy, and Projects teams, Area Directors and Regional Teams. |

**Key Accountabilities & Responsibilities**

1. Securing high-profile national print and broadcast media coverage for the Association of Colleges, our members, and the wider further education sector
2. Collaborating with colleagues from all areas of the organisation, and with member colleges to proactively identify PR opportunities and then pitching to journalists
3. Taking a leading role in our sector-wide campaigns to boost the profile and reputation of colleges and skills
4. Managing the relationships with key editors and journalists to expand our reach
5. Identifying and securing opportunities, outside of the traditional media for us to boost our profile and the profile of our members
6. Providing first-class communications support to colleagues and members, including advice and guidance during a crisis

1. Drafting and distributing proactive and reactive media statements and releases, features and letters to editors, in partnership with appropriate AoC staff
2. Ensuring appropriate and timely responses to policy announcements from Government and elsewhere by consulting and liaising with AoC staff and colleges in order to maximise AoC’s impact and influence
3. Monitoring and reporting on AoC’s press performance, using it as an opportunity to make constant improvements
4. Managing our media monitoring and database system, and ensuring it is up-to-date
5. Managing relationships with marketing and PR staff in colleges, updating them on AoC activity, and involving them in AoC campaign work
6. Line managing a Communications Officer
7. Working with the rest of the team in wider communications and marketing activities for the organisation.

**PERSON SPECIFICATION**

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| **Description** | **Essential** | **Desirable** |
| **Education/ Qualifications/ Professional Bodies** |  |  |
| GCSE English GCSE grade C and above, or equivalent | **✓** |  |
| Relevant professional qualifications |  | **✓** |
| **Knowledge, skills, ability and experience** |  |  |
| Experience providing advice and guidance to senior stakeholders including crisis comms |  | **✓** |
| Excellent writing skills and ability to adapt communication effectively to different audiences | **✓** |  |
| Experience of developing and implementing media strategies | **✓** |  |
| Experience of successfully pitching stories to journalists | **✓** |  |
| Computer confident, good skills and knowledge of Microsoft Word, Outlook, Excel and PowerPoint, and the use of media monitoring services (or the ability to pick them up quickly) | **✓** |  |
| **Attributes** |  |  |
| A confident communicator – comfortable pitching to journalists and engaging with senior stakeholders | **✓** |  |
| Proactive approach with the ability to manage their own workload | **✓** |  |
| A collegiate approach - can establish strong working relationships with internal and external stakeholders | **✓** |  |
| Ability to work under pressure, flexibly and to tight deadlines | **✓** |  |
| Strong attention to detail | **✓** |  |
| Demonstrates respect for equality and diversity and works to actively promote an inclusive work environment and good working relationships among colleagues | **✓** |  |
| Demonstrates an interest in further education | **✓** |  |
| Demonstrates commitment to own learning and continuous improvement through learning and development. | **✓** |  |

**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.