



## Communications Officer Recruitment Pack

Thank you for your interest in this position. You will find enclosed the information needed to help you apply for the role.

To apply please:

- Please apply as soon as possible as interviews will start during the advertising period. We are looking to close applications by 1<sup>st</sup> May, and candidates must have 4-weeks notice period or less.
- To apply, submit a short covering letter, your CV as well as 1-2 samples of your marketing, communications, social media posts or PR work. (Please note this does not include editorial work or academic publishing). Please simply include a link or screenshots in your CV file.
- Please note, per the above, unfortunately, applications without cover letters will not be read due to the high volume of applications. **Let us know why you are applying to S4S and this is right for your next role.**
- Employment will be subject to proof of existing eligibility to work in the UK and receipt of satisfactory references.

We look forward to hearing from you.

Yours sincerely,

**The Speakers for Schools Team**



## About Us

[Speakers for Schools](http://www.speakers4schools.org) is a UK education charity launched in 2011 to help level the playing field for state secondary schools and their students by increasing access to inspiring talks and engagements with today's top figures and employers, as often seen in fee-paying schools.

Speakers are high-profile leaders and experts donating their time and travel, keeping all engagements free of charge to our schools. In 2017, the charity launched S4SNextGen, its portal connecting state schools with speakers' esteemed companies to offer work experience and related placements to those students who need it the most: [www.S4SNextGen.org](http://www.S4SNextGen.org).

We now have hundreds of placements opening-up with top employers for invaluable student workplace experiences.

The charity was founded by Robert Peston and has facilitated over 6,000 school talks and placements reaching over 600,000 young people to date. Chaired by Andrew Law with a board of trustees, the charity is funded by the Law Family Charitable Foundation.

Visit [www.speakers4schools.org](http://www.speakers4schools.org) to find out more about how you can get involved today.



## **Role profile**

<b>Job title:</b>	Communications Officer (Full Time)
<b>Reports to:</b>	Programme Manager and CEO
<b>Location:</b>	Clerkenwell, London EC1
<b>Remuneration:</b>	Up to £25,000-28,000 per annum

## **Overall Aim**

We are looking for a creative and experienced communications officer that can help maximise our work by giving it the profile, engagement and visibility it needs.

Working closely with the CEO, you'll see through projects that help create meaningful engagement with teachers and students, as well as helping amplify our VIP speaker-facing outreach so they know the impact they are having.

You will be the sole communications person in-house with a range of opportunities to grow and work on a variety of projects affecting our brand and engagement. You'll need to be a self-starter that is excited by the idea of harnessing a variety of communication channels to engage our audiences, and competent in producing materials fit for the UK's top education, business and societal stakeholders.

*This is a 95% office-based role in Central London working in comms production and channel management. Please be sure to read more about our charity's work before applying.*

## **Key Responsibilities**

- 1.** Write and manage frequent updates of our 'always on' channels: Twitter, LinkedIn, Facebook and more.
- 2.** Use social media where appropriate to develop communities of interest particularly around students, teachers and our speakers to grow and engage audiences, using tactics that link with our delivery focuses, partners and priorities
- 3.** Drive forward promotional and email marketing channels through newsletters and special email blasts, ensuring a regular calendar of outreach and bringing together the final product for sending (MailChimp and Vertical Response).



- 4.** Regularly write fresh & relevant copy for website and coordinate a series of regular blogs/posts from key stakeholders for bi-weekly online posts.
- 5.** Support the CEO and Programme Managers to develop and deliver a termly communication strategy; manage and oversee a communications calendar of all components.
- 6.** Support the CEO and Programme Managers with the development of charity collateral (Employer Resources, Speaker Guides, Year in Review, marketing materials as needed etc) including design and basic copy, working closely with management to execute editorial plans and ensure quality output.
- 7.** Be the contact for partners requiring copy for newsletters and helping the charity spot and capitalise on cross-promotional opportunities that work within our programmes
- 8.** Help manage website by updating standard copy, impact numbers, linking new resources and adding fresh pages/components when needed to support communication efforts.
- 9.** Oversee and manage a photo/video library and quote bank for promotional pieces both through sourcing event coverage as well as taking photos/video at key events, filing and labelling for later organisational use.
- 10.** Engage with students, speakers, employers and stakeholders to source case studies, quotes and news posts for our website; liaise to secure proper permissions
- 11.** Review, track and report on analytics, understanding how to link data back to impact and explain this to wider management
- 12.** Occasional event support and organising attendance.
- 13.** Capture vox pops with students (aged 11 – 18), speakers and employers at school talks, work experience visits and opportunistically during key events.
- 14.** Other communications and liaising responsibilities as required on behalf of the charity.



**Person Specification - Communications Officer**

	<b>Essential Criteria</b>	<b>Desirable Criteria</b>
<b>Experience and qualifications</b>	<ul style="list-style-type: none"> <li>• Educated to degree level and/or 2 years' experience in a similar role.</li> <li>• Previous experience of creating professional-quality company or charity materials (online and offline).</li> <li>• Proven experience in using social media to raise awareness around issues and campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• Previous campaign planning experience.</li> </ul>
<b>Knowledge &amp; Skills</b>	<ul style="list-style-type: none"> <li>• Innovative communicator with strong copywriting skills, is talented in adapting to different purposes and formats.</li> <li>• Understands how to target specific audiences on social media, adapting tone for varying channels.</li> <li>• Knowledge of social media metrics and tracking.</li> <li>• Experience of creating and publishing public facing digital content for a website and/or social media e.g. videos</li> <li>• Is computer literate with some previous design experience using graphics software (e.g. Canva, InDesign) to edit photos/video</li> <li>• Confident using a range of content management systems and basic online editors (e.g. Wordpress).</li> <li>• Basic photography skills</li> <li>• Basic knowledge of hosting live social media content and video production skills that can be built on in the role.</li> </ul>	<ul style="list-style-type: none"> <li>• Good understanding of Google Analytics</li> <li>• Knowledge of the UK state school system.</li> <li>• Is confident liaising with press/media/corporate communication offices.</li> <li>• Some knowledge of live video-streaming for social media.</li> </ul>



	<ul style="list-style-type: none"> <li>• Understanding of Analytics and evaluation tools, is able to track metrics and report back to the CEO and wider team.</li> <li>• Ability to manage and oversee a communications calendar</li> <li>• Confident liaising effectively with a broad spectrum of stakeholders via email and phone.</li> <li>• Good knowledge of the UK market and familiarity with at least one of our core audiences.</li> <li>• Knowledge using Mail Chimp to creating imaginative newsletter campaigns for our schools and speakers.</li> </ul>	
<p><b>Personal Proficiencies</b></p>	<ul style="list-style-type: none"> <li>• Highly organised in managing a dynamic workload on a daily basis.</li> <li>• Confident and happy pushing projects forward independently.</li> <li>• Takes pride in performing at a high level, producing content to a high standard, error-free.</li> <li>• Have a genuine user focus with core stakeholders in mind and excited to translate our work to them as needed.</li> <li>• Strategic thinker able cultivate good judgement and understand the nuances of the wider landscape (education, business, etc).</li> <li>• Fast learner that's self-sufficient in finding solutions and can operate with little direction when organisationally required.</li> <li>• Good at working with management to bring editorial requests and needs into fruition.</li> <li>• Enjoys the challenge of an entrepreneurial role and working in a small organisation with a national presence and network.</li> <li>• Understands and enjoys the challenges of working in a small organisation; we are an 8 person charity looking for a long-term fit!</li> </ul>	