

Head of Communications (0.6 FTE)

JOB DESCRIPTION

POST IDENTIFICATION

Post Title:	Head of Communications Three day per week role [0.6 Full Time Equivalent]
Salary:	NJC Grade 9
Location	Tredomen Gateway, Ystrad Mynach
Responsible to:	Assistant Director (Policy and Strategy)

JOB PURPOSE

The post holder will play an essential role in promoting and managing the communication strategy for the EAS. They will be responsible for:

- Developing, devising, and delivering the Communications Strategy and policies to successfully deliver communications, digital transformation, media, and marketing for the EAS.
- Increasing the reach and quality of communications from the EAS enabling improved stakeholder engagement and an improved understanding of the work and performance of the service.
- Managing all public relation activities to raise our profile with our key target audiences.
- Developing the EAS brand to ensure all staff, buildings, events, and the digital profile consistently reflects the values of the EAS.
- To build effective relationships with the communication departments within each of the five local authorities within South East Wales and with the other regional consortia in Wales.
- Manage communications and marketing projects, task direction and coordination of work as required.

KEY RESULT AREAS

Manage the delivery of our business communications:

- Develop a cohesive communications strategy and implement plans to deliver related objectives throughout the EAS and across stakeholder groups.
- Quality control all communications released by the EAS and brief EAS staff to ensure they are appropriately skilled to communicate with the media and / or external scrutiny activity.
- Identify, develop, and implement media and marketing campaigns to promote the EAS, its objectives, activities and overall reputation.
- Produce high quality, engaging and creative written copy for a wide range of audiences and purposes including the website, press releases, marketing materials, blogs, policy and stakeholder briefings, and newsletters.

- Maintain records of media coverage and use analytics and reporting tools to monitor and evaluate the effectiveness of communications with a view to informing and enhancing future strategies/ process.
- Keep track of emerging educational themes and trends within the media, political interface and through regional stakeholder groups.
- Support the development of internal and external publications such as newsletters, professional learning publicity, email announcements, planned publications, on-line, intranet, video, special projects, and assignments.
- Develop EAS brand and style guides to improve consistency of style and voice across the company.
- Ensure the digital media platforms across the company are up to date and have the relevant content that is useful to all internal and external audiences and compliant with relevant legislation.
- Maintain and build the social media presence of the EAS to promote the work of the service and the successes of schools and settings across the region.
- Create a rich and creative on-line content that is optimised for web based search engines.

Lead our stakeholder engagement and public relations activities.

- Drive our public relations activities to raise the profile of the priorities, progress, and successes within the region with our key target audiences.
- To manage the development and organisation of a range of public and stakeholder engagement events each year, to engage a variety of public audiences.
- Respond to media inquiries, arrange interviews and act as a spokesperson for the Company.
- Monitor media coverage and produce media briefings as appropriate to help ensure relevant staff members are informed promptly of any significant coverage.
- Manage the company's media relations being proactive in contacting members of the media in Wales to set up interviews with their representatives and develop strong working relationships to maximise media opportunities.
- Initiating and managing key projects to deliver positive media coverage of the EAS in order to build its reputation.
- Work closely with colleagues to promote and protect the EAS' reputation through social media channels and oversee the content and increase in followers.
- Ensure the company is featured regularly through the local press, on the radio, TV or through digital media.
- Providing professional advice to colleagues on potential pitfalls of particular stories, situations, or events. You will provide guidance and support to the senior leadership team in this area of work particularly in relation to GDPR, copyright laws and associated issues of consent, including in relation to use of imagery.
- Work with HR and the senior leadership team to ensure that our staff are effective brand ambassadors.

Other

- To lead on the EAS' crisis communications in the event of a high-profile negative media story or an EAS emergency. The post-holder will identify and anticipate potential risks, provide professional advice, and make key decisions affecting the reputation of the EAS

within tight timescales. The post holder will lead out of hours media cover and liaise directly with senior staff as appropriate.

- Lead on fostering an environment of readiness and awareness.
- Maintain an awareness of risks and threats to the company within areas of responsibility.

GENERAL

- Will be required to work out of different locations, to suit the requirements of the business.
- Will be required to work flexibly and vary working hours, to suit the requirements of the business.
- To carry out duties placed on employees by the Health and Safety at Work Act 1974.
- To comply with relevant aspects of the Welsh Language Measure (2011), Equality Impact Measures and to ensure compliance with the General Data Protection Regulations (GDPR).
- To work within the Company's policy and procedures in respect of equal opportunity and anti-discriminatory practices and to observe confidentiality in all aspects of work.
- To react positively and flexibly to change and to have a 'can do' attitude demonstrating a willingness to undertake training and development opportunities to improve skills.
- To undertake any other duties and/or times of work as may be reasonably required of you, commensurate with your grade or general level of responsibility within the organisation, at your place of work or based in any other establishment.

Person Specification

	ESSENTIAL	DESIRABLE
QUALIFICATION	<ul style="list-style-type: none"> ▪ Degree or equivalent professional qualification in a related subject area e.g. CIM, CIPR. 	<ul style="list-style-type: none"> ▪ Further professional development that is pertinent to the post.
KNOWLEDGE	<ul style="list-style-type: none"> ▪ Excellent knowledge and up to date understanding of legislative and statutory obligations which affect media communication. ▪ Excellent knowledge and up to date understanding of copyright legislation and statutory obligations, including an understanding of best practice approaches to manage associated risks. 	<ul style="list-style-type: none"> ▪ A knowledge of the current educational context within Wales.
SKILLS	<ul style="list-style-type: none"> ▪ Excellent verbal and written communication skills with experience of producing press releases, copywriting and delivering presentations. ▪ Project Management skills ▪ Ability to persuade others. ▪ Good IT skills with specific experience of using a range of social media platforms. ▪ Effective and confident manner when being interviewed on camera/radio/face to face. ▪ Experience of crisis management. ▪ Ability to develop relationships with a wider range of stakeholders including high net worth individuals. ▪ Strong ability to act as a brand ambassador. ▪ Be creative and have highly developed problem-solving negotiation and decision-making skills and be able to produce practical and innovative solutions. ▪ High quality self-evaluation skills to inform decision making. ▪ Ability to secure effective quality assurance of the service. ▪ Ability to prioritise responsibilities under pressure and be self-motivating. ▪ Personal integrity and confidentiality. ▪ Excellent time management skills. ▪ Ability to work on own or as part of a team. 	<ul style="list-style-type: none"> ▪ The ability to speak and write Welsh.
EXPERIENCE	<ul style="list-style-type: none"> ▪ Extensive experience of working at a senior level in a Public Relations, media, or communications role. 	<ul style="list-style-type: none"> ▪ Editorial experience.

	<ul style="list-style-type: none"> ▪ Proven experience of successfully raising the public profile of an organisation and its work. ▪ Experience of developing, implementing, and delivering communication strategies. ▪ Experience of organising corporate events. ▪ Experience of building and maintaining strong links with the media. ▪ Experience of advising a senior management team and/or board of directors. ▪ Experience of the successful utilisation of social media to achieve positive reputational outcomes. 	
OTHER	<ul style="list-style-type: none"> ▪ The ability to work flexibly and effectively across all authorities within the region and with all stakeholders. ▪ Ability to travel across and throughout the five Local Authorities and other locations as required. ▪ Willing to attend occasional events and meetings at evenings and weekends. ▪ Highly motivated, dynamic, and enthusiastic individual who can use their own initiative and is not easily discouraged. ▪ The ability to work to deadlines in a pressurised and political environment. ▪ The resilience to sustain the focus on improvement in the event of disengagement or resistance. ▪ Awareness and sensitivity to the political context of this role, with an ability to maintain impartiality and manage political relationships. 	

The Education Achievement Service is committed to safeguarding and promoting the welfare of young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.