

July 2010

Dear Applicant

**RE: Communications Manager (Ref: 427)**

Thank you for your enquiry in respect of our advertisement. I have pleasure in providing an application pack.

If you wish to apply, please complete:-

- the enclosed Application form
- the enclosed Personal Details form
- the Equal Opportunities form

These should be returned by **Midday on Thursday 12<sup>th</sup> August 2010.**

I regret that applications submitted after this date will not be considered for short listing. You may provide a CV if you wish, but if so please follow the notes for guidance regarding providing additional sheets with your application form. Please ensure that your name and date of birth is not on your CV, and that you have completed the application form in full.

Should you decide to apply, may we thank you in advance for your application. We will contact you again only if you have been shortlisted for the next stage of the recruitment process.

If you have any queries regarding the above, please do not hesitate to contact our Human Resources Office on (01329) 815206.

Yours faithfully

Katie Kearvell  
**Personnel Co-ordinator**

Encs



## **JOB DESCRIPTION**

|                        |  |
|------------------------|--|
| <b>POST:</b>           | <b>Communications Manager</b>                  |
| <b>GRADE:</b>          | Management Grade 8                             |
| <b>RESPONSIBLE TO:</b> | <b>Vice Principal, Students &amp; Teaching</b> |

### **JOB PURPOSE:**

- To build and develop effective networking relationships between schools and the College that are mutually beneficial
- To represent the College at events by attending networking meetings, for example by giving presentations large talks to stakeholder groups and by coordinating events in College, for example Open Evenings.
- To research and prepare communication campaigns and activities for delivery in schools and to employers
- To manage the design and development of online and print media to develop the Fareham College brand

### **STAFF RESPONSIBILITY:**

- Schools Liaison Officer x 2
- Communications Designer (Web)
- Communications Designer (Print)

## **MAIN DUTIES AND RESPONSIBILITIES**

### **1. School Relationship Management**

To provide appropriate assistance to schools in the development and management of a mutually beneficial relationship and related activities including:

- Managing the promotion of the College through the coordination and delivery of assemblies in schools as part of an annual calendar of events and giving assemblies in schools if required
- Managing the promotion of the College through the coordination and delivery of College Experience sessions in schools including meeting regularly in person with senior leaders in schools to support their needs
- Managing the promotion of the 14-16 course offer in schools in conjunction with the Under-16 Coordinator
- Managing the collection of quantitative and qualitative research with pupils in schools to gauge and estimate future trends in FE courses
- Management of the development of communication campaigns for schools to further enhance the reputation of the College

### **2. Market research and data analysis for strategy development**

To monitor trends in education marketing through AOSEC and other relevant steering groups and facilitate opportunities for regular market research and student feedback for reputation and student experience management by:

- Coordinating the annual school satisfaction market research project
- Designing and coordinating questionnaires and coordinating their completion
- Organising regular focus groups including the development of suitable questions in schools and in the College to get feedback from prospective and current learners
- Organising research including focus groups with employers in conjunction with the Business Development Manager
- Analysing data and making recommendation to the Vice-Principal for Students and Teaching and other member of the SMT on ways to further develop our marketing in schools and with employers
- Participating in local groups to research and develop relationships with stakeholders from the local community.
- To work with the Vice-Principal Students and Teaching to develop the Reputation and Marketing Strategy and action plan on an annual basis.
- To attend AoSEC meetings and network with other South East Hampshire College PR professionals.

### **3. Print and online media relations**

To proactively manage print and online media relations and coverage

- Management, coordination and development of the College's website updates and content
- Management and coordination of regular press releases for print and online media coverage including the sourcing and generation of 'good news' stories
- Effective management of print and online media relations
- Evaluating the effectiveness of print and online media coverage
- Management, coordination and development of social networking campaigns including the use of Twitter, Facebook and other social networking tools

### **4. External Communications and Public Relations**

To manage and develop the relationship between the College and its publics including: local organizations and charities

- local community including parents of prospective and current students
- employers

By:

- Planning and developing communication campaigns
- Delivering the campaigns
- Evaluating the results and making improvements and suggestions for future campaigns

### **5. Internal Communications, Customer Service and Public Relations**

To work with Heads of Department to develop PR and Marketing Campaigns in a customer service role including:

- Identifying opportunities and providing support for promotion ideas and activities in schools, print and online media to further develop the reputation of the College and demand for courses.

- Regularly attending Faculty and Departmental Team Meetings to build relationships and source ideas for development and promotion.
- Organising in-house events such as Open Evenings, Facilities Openings and conferences to promote the College as a whole

### **General**

1. To produce regular analytical reports on all aspects of Communications and Schools Liaison to demonstrate the impact of the service and make recommendations to appropriate College managers and committees for further improvements as appropriate.
2. To participate fully in all cross-College processes and to serve on appropriate College Committees and Working Parties.
3. To support actively all College policies and adhere to the College Health and Safety and Equal Opportunities codes.
4. To undertake an agreed programme of professional development each year which will enhance the skills required to perform the role and responsibilities
5. To maintain accurate records on the Service's financial resource utilisation.
6. To monitor and control expenditure and resources within College agreed procedures.
7. To collect and use valid internal and external information to develop recommendations for expenditure and improve future practice.
8. To manage the staff and to define future personnel requirements for the area.
9. To contribute to the selection of staff through the College's recruitment and selection procedures.
10. To promote appropriate staff development within the teams and, where required, to plan and lead that development.
11. To contribute to self-development through attendance at relevant external conferences and meetings
12. To set individual and team objectives for members of the staff teams and to monitor and evaluate outcomes.
13. To collect, record, evaluate information required by the College for internal use and for external agencies in order to aid decision-making.
14. To contribute to and lead meetings and discussions to solve problems and make decisions.
15. To undertake the role of "College Manager", participating fully in related work and supporting the College management ethos.
16. To inform and advise the line manager and colleagues in order to aid decision-making.
17. To undertake such other duties as may reasonably be required commensurate with the grade at your initial place of work or at any of the other college sites, as determined by the Principal

### **Safeguarding and Promoting Welfare of Children**

All work in the College involves some degree of responsibility for safeguarding children, although the extent of that responsibility will vary according to the nature of the post. Fareham College is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The post holder must be aware of the College's policies which safeguard and promote the welfare of children, and adhere to their guidelines

### **Budget Responsibility**

The post holder is responsible for managing a significant budget for this area of work.

### **Appraisal**

The post holder is required to participate in regular Appraisals and all incremental pay awards are dependent on achievement of a good or outstanding Appraisal outcome.

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## **CONDITIONS OF SERVICE**

The Conditions of Service which apply to this post relate to management spine postholders. These and other detailed information may be obtained from the Human Resources Department.

This job description is not exhaustive but outlines the main features of the post. It may vary as the post evolves without affecting the nature of the duties and the responsibility level. In consultation with you, it is liable to variation.

## **PERSON SPECIFICATION – Communications Manager**

### **Essential Requirements**

- Degree or equivalent professional qualification(s) in a relevant subject for example Business Studies, Public Relations, Marketing, Communications, English or Media.
- Enthusiasm for developing creative new initiatives
- Ability to lead and inspire a team with good people management skills
- Ability to cope with rapid and regular change
- Highly motivated and innovative
- Ability to cope under pressure with good time management skills
- Customer service driven and professional
- Excellent writing skills, with the ability to articulate messages clearly and concisely in an engaging style
- Excellent presentation skills with the ability to talk to large groups as necessary
- Experience in the management of information and the use of information systems including for research purposes
- Excellent interpersonal and communication skills including the ability to influence and negotiate with stakeholders
- Willingness and interest in working with learners between the ages of 11 and 16 in schools and 14-19 in College
- Good IT skills
- Thoroughness, accuracy and attention to detail in all aspects of work
- An awareness and understanding of proposed changes in the 14-19 curriculum framework
- The ability to work as part of a team and to develop a cross-college perspective
- Proven track record in the management of people and physical resources
- Commitment to continuing personal professional development
- Strong commitment to equal opportunities
- Access to a vehicle as the post requires frequent travel (Business Insurance must be purchased by the post holder if using their own car)
- Willingness to work evenings and on rare occasions on weekends if required
- Access to on line home computer facilities with software that is compatible with College software

### **Desirable Requirements**

- Experience of journalism and/or working with the Press
- Public relations experience
- Social/online media and web management skills
- Graphic design skills
- Knowledge of print based publishing
- Relevant management qualification or willingness to undertake one
- Photography qualification(s) or willingness to undertake one
- Communication and marketing strategy development including impact measurement
- MIDAS Mini Bus Training or willingness to undertake training
- Teaching qualification

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