

JOB DESCRIPTION

The Bell Foundation believes in diversity, valuing difference and tolerance. We welcome applications from all backgrounds regardless of first language, sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status, or pregnancy and maternity.

Job Title	Communications Officer
Department	The Bell Foundation
Reports to	Communications Manager
Salary	£33,913 - £36,251
Location	Flexible
Role Purpose	This is an exciting new role which will be pivotal in executing the Communications and Digital Strategy. Through creating opportunities, changing lives and empowering beneficiaries to overcome exclusion through language education, children, young people and adults who speak English as a second or additional language will be able to access education/training, employment and justice. The role will be key in building awareness of the Foundation's expertise, maximising audience reach, as well as driving engagement with assets and participation in events.
Main Responsibilities	<p>Audience Engagement</p> <ul style="list-style-type: none"> Identify opportunities to expand our reach further into our existing audiences and to attract new audiences. Develop, maintain and update stakeholder mapping and personas including how to optimise reach and engagement. Capture case studies, quotes and beneficiary voices in order to demonstrate how our work is changing lives. Identify opportunities, implement solutions and manage the production of resources, guidance documents, Foundation updates, in additional formats to ensure they are accessible to all of our audiences across our various online and offline platforms. <p>Communications Materials</p> <ul style="list-style-type: none"> Produce content (for the website, blogs, articles), to ensure it is tailored to the relevant audience, is accessible and search engine optimised, and achieves wide dissemination and engagement. Project manage the production of Foundation and partner organisation materials (e.g. resources, flyers, research reports). Liaise with internal and external teams to ensure materials complete proofing, house styling, design, translation, adaption for audiences, and disseminated (as applicable). Identify updates to existing promotional materials as well as support the production of new materials. Manage multiple communications projects – diarise deadlines, liaise with colleagues and external agencies, and ensure projects are completed within deadlines and budgets. Provide quality control support for internal teams - proof read, house style and edit content e.g. blogs, website updates and best practice articles. Be a brand guardian - ensure all Foundation external communications and references to the Foundation by partners are in line with the house style, brand guidelines and key messaging. Ensure diversity, equity and inclusion is embedded in all Communications work.

	<p>Marketing & Events</p> <ul style="list-style-type: none"> • Identify opportunities for Foundation staff to speak at external events. • Develop and manage the marketing plans for the Foundation’s training and accreditation offers for both UK and international schools, through identifying key markets and opportunities, and driving participation. • Work with the Digital Communications Co-ordinator to monitor and analyse event activity to ensure participation is maximised and use post-event analysis to determine where to focus activity in future campaigns. <p>Digital</p> <ul style="list-style-type: none"> • Support the Communications Manager during the implementation, training and embedding of a new CRM. Identify further developments to ensure the CRM meets the Foundation’s current and future needs. • Work with the Digital Communications Co-ordinator to ensure website content is kept up to date, fresh and relevant to audiences, as well as identify opportunities to improve the user journey. • Contribute to the successful implementation of the organisation’s Communications and Digital Strategy. <p>Data Protection</p> <ul style="list-style-type: none"> • Comply with the Foundation’s systems to ensure compliance with all current charity, data protection, including the GDPR, equalities, safeguarding and other laws and regulations in relation to all aspects of the charity’s activities and specifically in relation to digital activities. • Keep up to date with relevant legislation, such as copyright laws and data protection, and on best practice within the charity sector in relation to changes to communications legislation and codes of practice. <p>Other Duties</p> <ul style="list-style-type: none"> • Provide support to the Communications Manager as required. • Provide out of hours cover for media and social media as required. • Prepare papers for the Board and Programme Committee as appropriate.
<p>General</p>	<ul style="list-style-type: none"> • Maintain full manual and electronic records and audit trails. • Adhere to all statutory regulations and to The Bell Foundation policies and procedures. • Protect at all times the confidentiality of information handled within the remit of the post. • Promote and safeguard the welfare of children and young persons you are responsible for and come into contact with. A DBS check will be requested in the event of a successful application. • Work irregular hours, including occasional overnight stays and travel within the UK as required. • Undertake other duties commensurate with the post, which the Foundation deems appropriate.

<p>Compiled by</p>	<p>Julia Shervington</p>
<p>Date</p>	<p>January 2022</p>

This job description is not to be regarded as exclusive or exhaustive and does not form part of your contract terms. It is an outline of the post holder’s areas of activity and responsibility and, like all such documents, will be amended from time to time, in the light of the changing needs of The Bell Foundation.

PERSON SPECIFICATION

Job Title	Communications Officer
Department	The Bell Foundation
	ESSENTIAL
Educational Level	<ul style="list-style-type: none"> • Marketing qualifications preferable
Experience	<ul style="list-style-type: none"> • Experience of working in a comparable role within the charity sector or education, with a proven track record of successful communications across a wide range of disciplines and platforms. • Experience of evaluating and analysing the impact of communications, identifying opportunities, and making and implementing recommendations. • Experience of developing and maintaining effective digital systems including Content and Customer Management Systems (CRM and CMS), email marketing and online platforms (Twitter, Facebook, LinkedIn, Eventbrite, Mailchimp). • Experience of working with MS Office, including Outlook, Word, Excel and PowerPoint. • Experience of project management. • Experience of day-to-day relationship management with external partners and suppliers, and communications budgets. • A commitment to the Foundation's vision, mission and values.
Personal Skills/Qualities	<ul style="list-style-type: none"> • Excellent written communication skills, including writing content for different media (website, press releases, emails to key stakeholders). • Ability to absorb and convey complex issues succinctly, in an accessible format, and tailored to different internal and external audiences. • Excellent verbal communication skills in order to present compelling and persuasive cases to, and achieve buy-in from, external stakeholders, team members, the senior management team and Trustees. • High standard of accuracy and attention to detail. • Able to multitask and to work at pace to meet tight deadlines. • Time management, organisation, project management and budgetary skills are essential to bring projects in on time and in budget, as well as the ability to effectively plan ahead. • Strong interpersonal skills, confidence and the ability to work, communicate and listen effectively at all levels internally and externally with partners and senior stakeholders. • Proactive, solution-focussed, innovative and self-motivated individual with a can-do attitude, able to think laterally and creatively about opportunities and projects. • Able to work both on own initiative and as part of a team. • Excellent communications skills and knowledge of current and future trends. • Excellent numerical skills with the ability to understand and present Communications Key Performance Indicator data. • Full understanding of GDPR regulations and their impact on Communications, as well as integrity and discretion over confidential information.
Special Requirements	<ul style="list-style-type: none"> • Occasional out of hours working may be required including occasional overnight stays and travel within the UK and providing media and social media cover.

	<ul style="list-style-type: none">• The location is flexible, however as a minimum there will be a requirement to attend the Cambridge office for induction, and team meetings.
Compiled by	Julia Shervington
Date	January 2022

The Bell Foundation offers the following benefits:

- 25 days' annual leave per year plus 8 public holidays.
- Pension Scheme: 5% employee/employer matching contributions. Employees can also choose to make their pension contributions via salary sacrifice.
- Options to Buy /Sell Annual Leave.
- BUPA Dental Plan.
- Free Eye Tests.
- Life Assurance Scheme.
- Tech Scheme.
- Cycle to Work Scheme.
- Health Assured Employee Assistance Plan.
- Free car parking on-site (Cambridge).
- Subsidised canteen on-site (Cambridge).