

January 2022

Dear Applicant

Thank you for your interest in the role of Communications Officer at The Bell Foundation. This is an exciting new role which will be pivotal in executing the Communications and Digital Strategy to enable the charity's programmes to grow in size and influence in order to positively impact the lives of our beneficiaries.

The Foundation was established in 2012. Over the last ten years the Foundation has grown and developed and is now recognised as an expert in English as a second or additional language. Our vision is to create opportunities, change lives, and overcome exclusion through language education. We are delivering this vision through three different strategic programmes, targeting three beneficiary groups, children with English as an Additional Language (EAL), people with convictions and victims with language and literacy needs in the UK, and young adults with ESOL (English for Speakers of Other Languages) needs. Our work reaches those who work with these groups such as teachers, school leaders, charity workers and prison staff as well as thought leaders.

This is an excellent opportunity for someone who is motivated by our charitable vision, mission, values and programmes. The role will be pivotal in executing the Communications and Digital Strategy. In particular, in building awareness of the Foundation's expertise, maximising audience reach, as well as driving engagement with assets and participation in events. As a result of this activity more beneficiaries who speak English as a second or additional language will be given the support they need to overcome the language barriers they face.

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.

I hope this pack gives a flavour of our work and the role and I look forward to hearing from you.

Yours sincerely

*Julia Shervington*

Julia Shervington  
Communications Manager

## **About The Bell Foundation**

### **Our Vision**

Creating opportunity, changing lives and overcoming disadvantage through language education.

### **Our Mission**

To achieve our vision, we work with partners on innovation, research, training and practical interventions. By generating and applying evidence, we aim to change practice, policy and systems for children, adults and communities in the UK disadvantaged through language.

### **Values**

- We are independent and impartial with no political affiliations
- We are authoritative and rigorous in our approach and present clear and balanced evidence
- We work in partnership with others
- We champion practical solutions to problems, and
- We believe in diversity, valuing difference and tolerance

### **About our Programmes**

The Bell Foundation has established three programmes to support its overarching aims. Details on the EAL Programme, the Criminal Justice Programme and the ESOL Programme are outlined below with more information available on the Foundation's website.

#### **EAL Programme:**

Aims to improve the educational outcomes of children and young people with English as an Additional Language in the UK to benefit the individual child, families, communities and society as a whole.

##### **Programme objectives:**

- Develop and evaluate models of good practice.
- Build capacity and innovate.
- Ensure that policy is more reflective of EAL needs and engage in thought leadership.

Find out more about the [EAL Programme](#).

#### **Criminal Justice Programme:**

Aims to break down the language and cultural barriers to accessing and achieving justice and rehabilitation for individuals in contact with the English and Welsh criminal justice system for whom English is a second or additional language.

##### **Programme objectives:**

- Build an evidence base.
- Engage in system change and thought leadership.
- Create capacity within the criminal justice sector.
- Support organisations working with victims.

Find out more about the [Criminal Justice Programme](#).

#### **ESOL Programme**

Aims to find out what young people and migrants need from ESOL learning to ensure they are able to go into meaningful employment, and to identify and share good practice in ESOL provision for all learners.

**Programme objectives:**

- Build an evidence base.
- Engage in system change and thought leadership.
- Agree new practical partnerships at local and regional level.

Find out more about the [ESOL Programme](#).

**Key documents**

[Annual Report](#)

[Impact Report](#)

Visit the [website](#).

**About the role**

This is an exciting time to join The Bell Foundation as it grows and develops. The Communications Officer will be joining a dynamic and growing team which will be pivotal in supporting the programme teams to maximise audience reach. Through creating opportunities, changing lives and empowering our beneficiaries to overcome exclusion through language education more 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 Communications team includes the Communications Manager, new Communications Officer role, Digital Communications Co-ordinator and Office and Data Administrator. The Communications team works across all areas of the Foundation.

Please read the Job Description and Person Specification below for more information on the role.

## 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.

<b>Job Title</b>	<b>Communications Officer</b>
<b>Department</b>	The Bell Foundation
<b>Reports to</b>	Communications Manager
<b>Salary</b>	£33,913 - £36,251
<b>Location</b>	Flexible
<b>Role Purpose</b>	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.
<b>Main Responsibilities</b>	<p><b>Audience Engagement</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities to expand our reach further into our existing audiences and to attract new audiences.</li> <li>• Develop, maintain and update stakeholder mapping and personas including how to optimise reach and engagement.</li> <li>• Capture case studies, quotes and beneficiary voices in order to demonstrate how our work is changing lives.</li> <li>• 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.</li> </ul> <p><b>Communications Materials</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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).</li> <li>• Identify updates to existing promotional materials as well as support the production of new materials.</li> <li>• Manage multiple communications projects – diarise deadlines, liaise with colleagues and external agencies, and ensure projects are completed within deadlines and budgets.</li> <li>• Provide quality control support for internal teams - proof read, house style and edit content e.g. blogs, website updates and best practice articles.</li> <li>• 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.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure diversity, equity and inclusion is embedded in all Communications work.</li> </ul> <p><b>Marketing &amp; Events</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities for Foundation staff to speak at external events.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Digital</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Contribute to the successful implementation of the organisation’s Communications and Digital Strategy.</li> </ul> <p><b>Data Protection</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Other Duties</b></p> <ul style="list-style-type: none"> <li>• Provide support to the Communications Manager as required.</li> <li>• Provide out of hours cover for media and social media as required.</li> <li>• Prepare papers for the Board and Programme Committee as appropriate.</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>• Maintain full manual and electronic records and audit trails.</li> <li>• Adhere to all statutory regulations and to The Bell Foundation policies and procedures.</li> <li>• Protect at all times the confidentiality of information handled within the remit of the post.</li> <li>• 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.</li> <li>• Work irregular hours, including occasional overnight stays and travel within the UK as required.</li> <li>• Undertake other duties commensurate with the post, which the Foundation deems appropriate.</li> </ul>
<b>Compiled by</b>	Julia Shervington
<b>Date</b>	January 2022

*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

<b>Job Title</b>	Communications Officer
<b>Department</b>	The Bell Foundation
	<b>ESSENTIAL</b>
<b>Educational Level</b>	<ul style="list-style-type: none"> <li>• Marketing qualifications preferable</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Experience of evaluating and analysing the impact of communications, identifying opportunities, and making and implementing recommendations.</li> <li>• 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).</li> <li>• Experience of working with MS Office, including Outlook, Word, Excel and PowerPoint.</li> <li>• Experience of project management.</li> <li>• Experience of day-to-day relationship management with external partners and suppliers, and communications budgets.</li> <li>• A commitment to the Foundation’s vision, mission and values.</li> </ul>
<b>Personal Skills/Qualities</b>	<ul style="list-style-type: none"> <li>• Excellent written communication skills, including writing content for different media (website, press releases, emails to key stakeholders).</li> <li>• Ability to absorb and convey complex issues succinctly, in an accessible format, and tailored to different internal and external audiences.</li> <li>• 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.</li> <li>• High standard of accuracy and attention to detail.</li> <li>• Able to multitask and to work at pace to meet tight deadlines.</li> <li>• 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.</li> <li>• Strong interpersonal skills, confidence and the ability to work, communicate and listen effectively at all levels internally and externally with partners and senior stakeholders.</li> <li>• Proactive, solution-focussed, innovative and self-motivated individual with a can-do attitude, able to think laterally and creatively about opportunities and projects.</li> <li>• Able to work both on own initiative and as part of a team.</li> <li>• Excellent communications skills and knowledge of current and future trends.</li> <li>• Excellent numerical skills with the ability to understand and present Communications Key Performance Indicator data.</li> <li>• Full understanding of GDPR regulations and their impact on Communications, as well as integrity and discretion over confidential information.</li> </ul>

<b>Special Requirements</b>	<ul style="list-style-type: none"> <li>• Occasional out of hours working may be required including occasional overnight stays and travel within the UK and providing media and social media cover.</li> <li>• The location is flexible, however as a minimum there will be a requirement to attend the Cambridge office for induction, and team meetings.</li> </ul>
<b>Compiled by</b>	Julia Shervington
<b>Date</b>	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).