**Job Description**

**Job Reference:** EWC 50

**Job Title:** Communications Manager

**Grade:** Senior Executive Officer

**Reporting to:** Director of Professional Development, Accreditation and Policy

**Responsible for:** Communications Officer

**Location:** Cardiff

**Purpose of Post:**

Under the direction of the Director of Professional Development, Accreditation and Policy, the Communications Manager will manage a small team of staff leading and developing the EWC’s Communications strategy and activities.

**Responsibilities:**

The Communications Manager will:

Strategy

* Develop and implement the EWC’s Communications and Engagement Strategy across the organisation to ensure the Council has a high visibility and strong brand among its registrants, stakeholders and the public;
* Monitor and evaluate the EWC Communications and Engagement Strategy, making regular reports to senior officers on the success of the strategy and recommendations for improvement;
* Work with operational managers to plan communications activity and to assist them in effectively communicating key aspects of the EWC’s work to registrants, stakeholders and the public. This will include the development of detailed, targeted strategies and campaigns for specific projects and initiatives;
* Effectively promote the EWC’s work and services to registrants and stakeholders, using a range of media;

Operations

* Take responsibility for the internal Communications working group;
* Co-ordinate and create the content of the EWC’s website, using a variety of media and tools and working with the Council’s I.S. team and operational managers to achieve this;
* Co-ordinate the EWC’s social media presence by developing and placing regular and timely content on Twitter, Facebook and other applications;
* Develop effective and timely communications to registrants and stakeholders, through regular e-newsletters and other correspondence, media and tools;
* Co-ordinate face to face and online EWC events, including lectures, policy briefings, launches and webinars;
* Liaise with the press, media and draft press releases in agreement with senior officers;
* Work with operational managers to develop bespoke online training packages for registrants and stakeholders;
* Work with the Office Manager and Information Systems Manager to further develop and maintain internal communications systems;
* Develop and maintain an up-to-date suite of corporate literature;
* Update and work to raise awareness of the EWC style guide, providing advice to other teams in its usage;

Other duties

* Prepare and, if required, present papers to Council and its Committees, under the direction of the Director of Professional Development, Accreditation and Policy;
* Establish close working relationships at a communications level with officers in other General Teaching Councils, the Welsh Government and other key stakeholders;
* Ensure compliance with relevant good practice and codes of conduct relating to communications and with legislation including the Welsh language, Equality and General Data Protection regulations; and
* Undertake any other duties as directed by the Director or Chief Executive, commensurate with the post and grade.

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
| **Requirement** | **Essential** | **Desirable** | **Assessment** |
| **Education/Qualifications/Knowledge** |  |  |  |
| * 1. Educated to degree level (ideally in Communications, PR or related discipline) or significant practical experience
	2. Membership of CIPR or other relevant professional body
	3. Strong IT skills, including working knowledge MS Office packages, social media platforms, Photoshop, databases and reporting software
	4. A working knowledge of communication and marketing methods, including social media
	5. Knowledge of the education system and policy in Wales
 | EEE | DD | Application formApplication formApplication form/InterviewApplication form/InterviewApplication form/Interview |
| **Experience** |  |  |  |
| 2.1 Experience in in developing an effective communication and marketing strategy and in implementing it at an operational level (ideally in a small public sector organisation)2.2 Experience of project management* 1. Experience in leading a team
	2. Experience of delivering promotional activities and events
	3. Experience of producing a range of engaging promotional material, including digital, social media content and publications
 | EEEE | D | Application form/InterviewApplication form/InterviewApplication form/InterviewApplication form/InterviewApplication form/Interview |
| **Skills** |  |  |  |
| * 1. Excellent written and oral communication skills, including the ability to write clearly, concisely and persuasively in a range of formats for a range of internal and external audiences
	2. Strong organisational skills and ability to manage and undertake multiple tasks simultaneously and working to tight deadlines
	3. Ability to think creatively and to present new ideas
	4. Fluent Welsh speaker and ability to work

through the medium of Welsh and English | EEE | D | Application form/InterviewApplication form/InterviewApplication form/InterviewApplication form/Interview |
| **Behaviours** |  |  |  |
| 4.1 Strong sense of responsibility and confidence to work autonomously butalso flexibly as part of a small team4.2 Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally | EE |  | Application form/InterviewApplication form/Interview |