

Role Specification

Title:	Communications Officer - Branding and Communications
Grade:	8
Unit:	Branding, Communications & FET Strategy Implementation Unit
Reporting to:	Communications Specialist (Grade 7), Branding and Communications
Ref:	446

Role Summary:

Applications are invited for the roles of Communications Officer, Grade 8, Branding and Communications who will report directly to the Grade 7 Communications Specialist in the Communications, Branding and FET Strategy Implementation directorate.

As part of the Communications and Branding team, the successful candidates will play a key role in the development and delivery of both internal and external branding and communications campaigns and activity for SOLAS and the wider Further Education and Training Sector.

Key Tasks/Responsibilities:

- Contribute to the development, implementation and monitoring of the SOLAS Communications and Branding plan, working as part of a busy team with multiple work streams.
- Research and produce content for social and digital channels such as video, infographics, podcasts, promotional print and online materials. Overall responsibility for management of social media channels where necessary.
- Website management, oversight of content management systems, with close adherence and working knowledge of digital best practice and web development, including areas such as accessibility.
- Management of procurement aspects of projects in line with SOLAS and OGP procurement procedures, including management of expenditure and oversight of budgets. Development of requests for tenders, requests for quotes, and other supporting financial management where necessary.
- Responsibility for internal SOLAS communications within the team, including intranet management and liaison with CEO's office and People Team where necessary.
- Project management of a diverse range of promotional activity (campaigns, website content, social media, events) that promotes an appreciation of the value of Further Education and Training.
- Idea generation and identification of new opportunities to increase awareness and tell the story of FET to key audiences.
- Produce high quality communications materials including publications, press releases, briefing papers, newsletters and presentations.
- Plan, coordinate, deliver and attend strategic communications events that support the achievement of SOLAS' objectives and raise the profile of FET (both online and in person events).

- Work with external agencies that support SOLAS' communications activities including graphic design, media, advertising and PR/event management agencies.
- Media liaison and monitoring, development and issuing of press releases.
- Provide support and monitor the implementation of internal communications plans for SOLAS.
- Proactively develop cross divisional working relationships with all SOLAS Business Units and advise and support internal teams on communications requirements.
- Manage effective relationships with key stakeholders including ETBs, other FET and education providers, Government Departments, key influencers, representative groups, employers, media and opinion leaders.

Requirements:

Essential:

- The successful candidates must demonstrate their ability to be a creative thinker that can implement ideas from inception to execution.
- Experience of working in the area of communications or marketing coupled with proven experience of developing and implementing communications campaigns.
- Public sector procurement experience
- Excellent oral, written and digital communications skills including demonstrated experience in researching, writing, editing, proof-reading and developing content for a diverse range of communications channels and platforms is essential.
- Proven experience of dealing with multiple demands and competing priorities and meeting tight deadlines is essential.
- Effective presentation skills.
- Excellent IT skills and experience of working with social media and web content management and analytical tools.
- A proven record of executing digital communications strategies.
- FET or HE qualification in communications/marketing or relevant field