



Job Description	
Job Title	Communications and Engagement Manager
Responsible to	Director of People and Organisation with dotted line to Head of Marketing
Department	People and Organisation
Job description date	November 2021
Purpose of job and primary objectives	
<p>Working with the Director of People and Organisation, the Head of Marketing, the Head of Organisational Development, and the wider Senior Leadership Team, you will:</p> <ul style="list-style-type: none"> • lead on the audit of current communications with employees and parents, identify good practice, make recommendations for change, and formulate a Clifton College style and communication framework for implementation by identified communication leads across the College; • work with the Head of Marketing and other stakeholders on the development of a policy and framework for parental communications; • develop internal communication strategies and initiatives that enable all employees and associates to engage with our purpose and align to our Vision, Mission and Values; • help articulate and develop new ways of working that are required to deliver the organisation's goals and to further our culture; • develop, coordinate and deliver a variety of internal communications media, such as the College Resource Centre (intranet), monthly magazine and/or regular email bulletin. • coordinate regular team and whole College corporate events such as Town Halls and staff briefings, working with content owners to develop and deliver a consistent and compelling message • work with SLT, managers and the Employee Wellbeing and Belonging Manager on the identification and communication of regular opportunities for employee engagement such as Christmas and summer parties, and other annual social events on a divisional and whole College level. <p>You will provide counsel, guidance and tools to managers and senior leadership as to best practices in communicating with employees to elevate performance and engagement.</p> <p>You will support recruiting managers and your colleagues the People and Organisation Team to develop engaging communications that reflect our employer brand and attract top talent to the College.</p> <p>You will assist the Head of Marketing and the Head of Organisational Development in developing, implementing and evaluating the results of a number of parental and employee engagement and feedback initiatives, ensuring leadership have insights that inform positive change.</p>	

You will work with the Head of College, Marketing, and our External PR consultant in handling the internal communication response to crisis situations which affect organisational perception and reputation



Responsibilities for all Clifton College colleagues

Values and behaviours

We always seek to uphold Clifton College's values in everything we do, acting as a role model for all Clifton employees and pupils.

We support the College in embedding our values and desired behaviours in order to promote a positive, respectful, compassionate, and inclusive culture and working environment.

Equal Opportunities

We maintain an up to date knowledge of Equality and Diversity legislation and the College's Equality, Diversity, Inclusion and Belonging policies and procedures, in particular with regard to the recruitment and retention of staff.

Safeguarding

We all have a good working knowledge of Safeguarding legislation, and the College's safeguarding and safer recruitment policies and procedures.

Health and Safety

We ensure that our knowledge of Health and Safety legislation, as applicable to our role, is maintained and that the College's Health and Safety policies and procedures are fully implemented and adhered to as applicable.

Professional Development

We all seek to maintain and update our own knowledge and skills in line with legislation and the needs of the role, and support our teams in their continuous professional development.

Integrity | Spirit | Resilience

Key Qualifications, Knowledge, Skills and Attitude

Key traits

Essential:

- Customer focused with a desire to continually improve the parent and employee experience, and to further embed a culture of continuous improvement within the College
- The ability to foster strong team working within and beyond your team
- Positive and motivated style and is a strong partnership worker

Qualifications

Essential:

- Educated to GCSE level or equivalent with a grade C or above in English

Desirable:

- A BA in journalism, communications, public relations or marketing is an advantage, though other degrees are acceptable.
- A professional qualification from, or membership of, the Chartered Institute of Public Relations, Institute of Internal Communications, or the Chartered Institute of Marketing

Knowledge & experience required

Essential:

- Previous experience of working within an internal communications role, and/or experience of customer communications,
- Previous experience of planning and/or delivering communication audits, plans, campaigns and projects
- Experience of managing complex and conflicting priorities
- Experience of the scheduling and coordination of resources, according to changing needs

Desirable:

- Experience of providing communication support during a period of organisational change

Skills required

Essential:

- **Writing skills:** You possess excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees
- **Speaking skills:** You also need strong speaking skills as may be called on to introduce and/or give presentations to staff.
- **Interpersonal skills:** You will possess the confidence to deal with senior executives and explain communication techniques to them.
- **Creative skills:** You have the creative ability to devise engaging and effective communication strategies
- **Digital skills:** You will be confident in the use of information technology, especially digital and video means of communication
- **Data gathering and analysis:** Feedback and data analysis and the use of electronic data to make recommendations for positive change