



Ambitious



Trusted



Collaborative



Innovative



Effective

Job Profile

Job Title	Senior Officer – Engagement and Communication
Location	Central London & Hybrid Working
Reporting to	Senior Corporate Affairs Manager
Term	Permanent
Salary Range	£33,000 – £40,000
Pay Level	Professional

We are the national body for careers education in England, supporting schools and colleges to deliver modern, 21st century careers education.

The Careers & Enterprise Company is a great place to work. We operate within a fast-paced and collaborative environment. We are brought together by one thing: our passion to ensure young people get the best possible start in life and are supported to find their best next step.

Do you want to be part of a mission-driven team focused on transforming young people’s lives? If so, we’d love to hear from you!

Role Summary

As the Engagement and Communications Senior Officer, you’ll work in the External Affairs team to help us communicate our corporate messages and key campaigns externally and oversee our internal engagement and communications to our employees across our organisation.

You will be a key ambassador for our company values and central to driving our impact, ensuring our corporate messages, external work and our key audiences are well understood. You will help to foster brilliant collaborative cross company working, enable employee voice and work closely with all teams and our staff forums, ensuring the senior leadership team are engaged and kept informed regularly on this important agenda.

You will also play a key role in communications to our [Network](#) across the country (Careers Hub Leads, Enterprise Coordinators and Enterprise Advisors) and our LEP and local authority partners.

Key Responsibilities

The main responsibilities include but are not limited to:

1. Daily management of our Corporate Website

- Management of the corporate website as a key communication outlet for reputation, awareness and information:
 - Ensure we are maximizing brand and reputation through high quality, up to date content

- Ensure we are telling our best story of impact on young people
- That information is accurate, responsive, salient and sensitively staged and managed.
- Commission content from across the organisation, working collaboratively with communications colleagues

2. Corporate communications and engagement

- Support the Senior Corporate Affairs Manager and marketing colleagues to deliver strategic corporate comms campaigns and 'moments' including the annual Careers Champions week.
- Oversee commissioning and editing of video content for campaigns
- Support with our Youth Voice work, engaging closely with the Education team and managing the day to day team relationship with the Youth Advisory Group

3. Internal Engagement and communication

- Deliver the internal communications and engagement strategy which includes improved regular communications, staff engagement activities (e.g., using surveys, staff forums, workshops) and launching and overseeing our new staff intranet
- Create a drumbeat of communication with staff, building understanding and engagement on our strategic objectives, external priorities, operational updates and our impact and successes
- Plan, edit and write engaging content for a variety of internal communications mediums, such as the staff intranet, regular email bulletins as well as drafting presentations from Directors/ the CEO for delivery to employees
- Track and measure the effectiveness of internal communications activities and maintain regular dialogue with CEC employees to understand how to continually improve our communications and engagement approach including inter-communication between teams
- Work closely with our internal forums (e.g., Mental Health and Wellbeing Committee and the Equity, Diversity and Inclusion Forum), helping to engage all staff on their work
- Work hand in glove with our Network Team on our engagement and comms activity with our people out on the ground who work directly with schools, colleges and employers (Careers Hub Leads and Enterprise Coordinators)

Qualifications and experience required

Essential:

- Experience in a communications role involving writing content for a variety of audiences
- Experience of developing and executing stakeholder, corporate and audience engagement communication campaigns
- Experience of managing complex projects, working at pace and managing tight deadlines
- Comfortable and confident working with and advising senior leaders

Desirable:

- Direct experience of managing internal facing corporate communications channels including employee intranets and internal social media channels
- Experience of working alongside government and policy driven organisations, ideally in the education, business or wider skills sector is an advantage

Skills and core competencies

- Excellent writing, editing and proof-reading skills with the ability to produce engaging content for different audiences and channels
- Ability to translate complex information and concepts into easily understood communication materials
- Strong interpersonal and relationship building skills to engage in an impactful and positive way with all staff, including senior leaders
- Creative skills and flair to devise engaging communication strategies
- Excellent time management, attention to detail, and multitasking skills
- Diplomacy, tact and understanding of others' priorities to achieve common goals
- Resilient and flexible, comfortable with complexity, uncertainty and ambiguity with the ability to deliver at pace
- Self-starter and self-sufficient but an excellent team player, able to work with different colleagues across the Company

Job Profiles are not part of the terms and conditions of employment and may be subject to change.
