



Job Description

Job Title:	Communications Assistant
Reports to:	Communications Lead
Department:	Communications, Marketing & Events
Salary:	£27,723.91 per annum (pro rata for under 37 hours)

Overall Purpose

To support internal and external communications, ensuring a consistent and co-ordinated approach, in order to further the College strategy in accordance with our organisational values:

Equality

Empowerment

Respect

Sustainability

Core Duties

Communications Assistant responsibilities:

- Create content for a variety of audiences, adhering to brand guidelines and accessibility regulations, tailoring information to suit each platform / medium:
 - Social media channels (Facebook, Instagram, LinkedIn, YouTube)
 - Website (blog posts, downloads, web pages)
 - Emails / Newsletters (staff, students, parents / carers, media contacts, employers)
 - Promotional materials (posters, leaflets, brochures, magazines, presentations, videos)
- Actively monitor and develop Homefield's digital, online and social media presence in line with our communications strategy:
 - Engaging with target audiences and reporting on key metrics
 - Creating paid adverts and suggesting improvements to maximise ad spend
 - Analysing campaigns and performance to show impact and return on investment
 - Keeping up-to-date with digital & social media developments and trends
- Contribute to key Communications, Marketing and Events activities, including:
 - Open Days & Recruitment Events
 - Graduation & Summer Celebration
 - Enterprise Marketing
 - Fundraising Opportunities
- Support the Communications team with administrative duties, student work placements and wider organisational tasks appropriate to the role.

General Responsibilities for all Staff:

- Ensure that all beneficiaries are treated with dignity and respect.
- Empower students to maintain their personal independence and confidentiality.
- Contribute positively to a high-quality teaching, learning and caring environment.
- Comply with health & safety and safeguarding regulations.
- Any other reasonable duties commensurate with role as required.

Person Specification

We shortlist candidates based on essential and desirable criteria. We evidence the attributes using the application form and qualification certificates, and during interviews and skill tests.

Education & Qualifications

Attribute	Criteria	Evidence
Level 2 English and Maths	Essential	Certificates
Degree in relevant subject	Desirable	Certificates
Evidence of continual professional development in the communications sector (e.g. attending webinars, completing online courses, membership of a professional body)	Desirable	Certificates / Application / Interview

Experience, Knowledge & Abilities

Attribute	Criteria	Evidence
Experience using social media channels (e.g. Facebook, Instagram, LinkedIn, YouTube) to engage target audiences	Essential	Application / Interview / Task
Experience creating content for internal and external audiences, tailoring your approach to different segment needs	Essential	Application / Interview / Task
Knowledge and understanding of digital media (e.g. social media, email software, websites, blogs, videos), current trends and key metrics to suggest improvements to marketing tactics	Essential	Application / Interview / Task
Proficient in using Microsoft Office applications (especially Microsoft Word and Microsoft Excel)	Essential	Application / Interview
Ability to use graphic design and / or video editing software (e.g. Adobe Creative Cloud suite, Canva, Movavi)	Desirable	Application / Interview

Interpersonal Skills & Qualities

Attribute	Criteria	Evidence
Strong written and verbal communicator with a creative flair	Essential	Interview / Task
Good attention to detail	Essential	Interview / Task
Proactive in identifying new ideas and opportunities for developing content and wider communications presence	Desirable	Interview
Passionate about developing a career in communications	Essential	Interview
Desire to make a difference to the beneficiaries of the College	Essential	Interview

Note: This job description and person specification is not an exhaustive description – it is a guide and will be subject to review to meet the service / business needs.