

JOB DESCRIPTION

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| SECTION: | Cornwall & Isles of Scilly Skills Access Hub (SAH) |
| JOB TITLE: | Skills Access Hub Communication Specialist |
| RESPONSIBLE TO: | Growth & Skills Communications Manager |
| FUNDED BY: | European Social Fund, Cornwall and IoS LEP, Cornwall Council |
| SUPERVISORY RESPONSIBILITY: | None |

KEY RELATIONSHIPS:

- Internal:** SAH Manager, Growth and Skills Hub Operations Director, SAH Web Developer, SAH staff, Cornwall Development Company staff, Head of Business Connections and Skills Cornwall Chamber of Commerce.
- External:** SAH Management Board, Cornwall & Isles of Scilly Local Enterprise Partnership staff and board members; businesses; providers of services to which businesses will be introduced, including colleges, universities and training providers, business support providers (private and funded), community and social organisations, sector representative organisations

MAIN PURPOSE OF THE JOB:

- To develop and manage content for the SAH web site to ensure that it is always comprehensive and up-to-date
- To monitor content on the sites of other Skills Access Hubs, BIS, etc so that useful content from elsewhere can be adapted/adopted
- To implement social media activity as part of the over SAH communications plan
- To co-ordinate with the Growth Hub Communication Specialist to ensure consistency and quality of service.
- To develop external communications for the SAH

KEY TASKS:

Service delivery

- Implement elements of the communications strategy to promote the aims and objectives of the SAH and bring innovative and market leading approach to achieve the highest possible impact as directed by the Growth & Skills Communications Manager.
- Working with the Growth & Skills Communications Manager to procure/commission content for the SAH web site.
- Ensure that the publicity requirements of the joint funders (ESF, LEP and Cornwall Council) are adhered to on all relevant messaging.
- Develop and maintain the SAH marketing resources to ensure that they are comprehensive, up-to-date and fit for purpose at all times.
- Deploy a range of social media techniques to raise the consciousness of the SAH amongst the business population.

- Contribute to the organisation of SAH events and liaison with external event organisers to promote and raise awareness of the Skills Access Hub
- Maintain and interpret data around all communications activity to ensure best value for money and the highest possible impact.

Relationship management

- Develop and maintain strong relationships with other business skills professionals and providers to engage their participation with the SAH via an extensive linking effort.
- Maintain effective relationships with sub-contractors to ensure their responsiveness to the needs to the Skills Access Hub on budget, on time and on strategy.
- Represent the Skills Access Hub at events, seminars and workshops in order to raise awareness of its objectives.

Service development

- Keep abreast of national developments regarding the development of Skills Access Hubs and other relevant resources to ensure that the SAH is aligned with best practice.
- Working with the Growth & Skills Communications and SAH Managers, propose the development and implementation of communications strategies to access clients who have not previously engaged with (public sector) business skills.
- Develop and publish a range of video case studies articulating the work of the SAH and its value to businesses using its service.
- In year 2, working with the Growth & Skills Communications and SAH Managers, begin to consider revenue generation options and how the future cost of operating the SAH might be offset, partially or fully, to the benefit of the public purse by commercialising the SAH web site.

Technical

- Share social media expertise with the wider team so that they are fully conversant with the aims and objectives of the communications strategy in all its facets.
- Ensure that best practice (as set out in SAH operations policy) is exhibited at all times.

Leadership & management

- Work collegially with other team members to ensure that resources are aligned with priorities and that agreed outcomes are delivered.
- Support project teams on allocated areas of project activity.

Performance reporting & management

- Report the metrics of communications activity and its impacts to the Growth & Skills Communications Manager, SAH Manager and SAH Operations Director and the Skills Access Hub Management Board on an agreed basis.
- Ensure that all files related to (procurement) of communications activity are maintained in accordance with EU audit requirements and adopted SAH practices, ensuring that this arm of the project passes scrutiny from all internal and external audit reviews

Resource management

- Ensure that all third party resource procured by the Cornwall SAH is compliantly undertaken and that the relevant paperwork is maintained in accordance with procedures
- Manage own time so that it is efficient and effective

Customer feedback

- Ensure that clients are aware that customer feedback systems are in place so that they have the opportunity of influence service improvement initiatives
- If required, draft written responses to enquiries or complaints regarding any communications issues

KEY RESULT AREAS:

- Develop and implement first class web site content and a social media campaign to support and extend the reach of the SAH and align with the CIOSGH.
- Timely and accurately report of marketing metrics and agreed outputs.
- Compliant procurement and documentation around third party resources.
- Contribute to growing the market for business skills by demonstrating the effectiveness of the communications programme in reaching new segments of the Cornwall business community.

PERSONAL & TEAM RESPONSIBILITIES:

- Provide an excellent role model for other members of staff
- Project a positive image to internal and external contacts and customers
- Demonstrate the SAH culture, values and behaviours:
 - achieving excellence
 - valuing ourselves and others
 - showing personal leadership
 - being passionate about what we do
 - committed to a low carbon future for all
- Take responsibility for professional and personal development on a continuous basis.
- Participate actively and positively in the effective management of activities within the team
- Display strong customer and commercial focus towards the delivery of all work
- Support the identification and securing of additional funding opportunities
- Carry out responsibilities with due regard to the Data Protection Act and current Data Protection policy
- Carry out responsibilities with due regard to the CDC's Equal Opportunities Policy as adopted by the SAH
- Work at all times within the code of the Health & Safety Act

This job description is not comprehensive or exclusive and duties may be varied from time to time, but these will not change the general character or level of responsibility of the job. This job description and your performance will be regularly reviewed with you.

Good communication and organisation skills as well as self motivation and self confidence will remain essential qualities to fulfil this role.

In addition to fulfilling this specific role, you may occasionally be required to make your abilities available to help meet related business needs of the SAH in your own or other departments. This would only be required if authorised by your Manager and subject to confirmation that precedence is given to your normal duties

Date last reviewed: October 2018

Approved by manager: October 2018

Evaluated by CDC HR: October 2018

Agreed with post holder:

Date Personnel informed:

PERSON SPECIFICATION

SECTION: Skills Access Hub

JOB TITLE: Skills Access Hub Communications Specialist

EXPERIENCE

| Essential | Desirable | How identified |
|--|--|--|
| Significant experience in digital marketing and social media Management of web content Management of budgets Management of contractors Project Management experience | Experience in a fast moving digital technology application environment | Application form / CV Interview References |

EDUCATION & TRAINING

| Essential | Desirable | How identified |
|---|--|--|
| Degree and/or professional qualification in a relevant discipline | Membership of an appropriate professional body | Application form / CV Certification |

BEHAVIOURS

| Essential | Desirable | How identified |
|---|---|--|
| Excellent communication and interpersonal skills both verbal and written Positive attitude, proactive and self-motivated Ability to prioritise work and meet multiple deadlines Creative and Innovative Team working skills | Politically aware with the ability to influence outcomes with diplomacy | <ul style="list-style-type: none"> • Application form / CV • Interview • References |

KNOWLEDGE & SKILLS

| Essential | Desirable | How identified |
|---|-----------------------------------|--|
| Search Engine Marketing/Optimisation Social media marketing Managing video production | Ability to design and create Apps | <ul style="list-style-type: none"> • Application form / CV • Interview References |

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| Managing digital design Managing online PR Customer value propositions Analytics and reporting Email and other social media marketing Managing Mobile/Apps/Web development agencies | | |
|---|--|--|

ANY ADDITIONAL FACTORS

| Essential | Desirable | How identified |
|---|-----------|--|
| Fully competent in the use of ICT including the main Microsoft packages Ability and willingness to travel throughout the county Some flexible working outside normal office hours may be required | | Application form / CV Interview References |