

Communications Officer

Job Title:	Communications Officer
Department:	Learning and Communications
Reporting to:	Marketing and Communications Manager
Responsible for (staff):	N/A
Location:	Redditch
General Purpose of Role:	The primary purpose of the role is to support the Marketing and Communications Manager in the implementation of a communications, marketing and engagement strategy that supports the Arcus vision and business plan.

ACCOUNTABILITIES – principle and operational

- Support the implementation of an integrated Arcus communications, marketing and engagement strategy
- Enhance engagement with internal and external stakeholders
- Respond appropriately to all internal communication request and queries ensuring that they are dealt with promptly and efficiently, providing a seamless service to users
- Develop, manage and continuously improve multi-channel content for all internal and external communication channels
- Promote Arcus' brand identity and guidelines across the group including giving guidance to stakeholders on our brand, communication channels and the correct use of our branding and logo
- Support with managing our social media accounts, posting regular and engaging content and producing monthly stat reports
- Manage and continuously improve internal and externally facing digital platforms and tools used for delivery of communications and marketing content
- Support the Arcus engagement strategy including managing the annual colleague survey, its feedback and facilitation of the resulting action plans
- Support agency relationships to enable a focused programme of events to support both the communications and marketing strategy
- Manage targeted communications and engagement campaigns through optimised channels, while ensuring consistent message delivery across all functions and levels within the group, particularly front-line roles
- Support the Marketing and Communications Manager in measuring the functions effectiveness through close liaison with key stakeholders
- Develop and maintain an annual communication and marketing calendar and ensure key stakeholders are aware of upcoming events
- Develop, procure and manage assets to enhance the Arcus brand internally and externally
- Support the Marketing and Communications manager in managing the communications and marketing budget
- Provide effective event management to further promote the Arcus brand and EVP through recognition events and adhoc stakeholder events
- Co-ordinate, attend and continuously improve the CEO monthly Town Halls events

KNOWLEDGE AND SKILLS

Experience

- Strong communications experience including marketing and engagement
- Marketing, copywriting and editing
- Working with and influencing stakeholders up to and including the C-Suite
- Managing websites, intranet and social media for a diverse organisation
- Managing digital marketing and communication campaigns
- Increasing engagement through a variety of initiatives
- Use of design software such as InDesign, Photoshop, Illustrator is desirable but not essential
- Delivering communications to field based workforce
- Supporting change programmes / or wider organisation transformation
- Creation of analytical reports

Knowledge

- CIPR qualified
- Relevant degree or similar qualification preferred

Skills Competence

- Creative and innovative
- Excellent communication skills both written and verbal
- Excellent interpersonal skills
- Highly organised and able to prioritise multiple projects
- The ability to work under pressure and to tight deadlines
- The ability to work accurately, with attention to detail
- Self-motivated and can work on own initiative
- Engaging style and able to interact with a variety of stakeholders
- Results focussed
- A strong team player who demonstrates solidarity
- Strong consumer and product awareness
- Good knowledge of digital marketing techniques

VALUES & BEHAVIOURS

Do it **SIMPLY**:

- Improve every day – provide sustainable, workable and lasting solutions to challenges
- Strive for efficiency – work in an uncomplicated manner, using language and terminology that can be understood by all.
-
- Do it **WELL**:
- Act safely and responsibly – safety first and at the forefront of everything you do
- Excel at customer service – find solutions that meet, where possible exceed expectations
-
- Do it **WITH PASSION**:
- Perform with pride and purpose – act as a positive role model to others
- Value each other – be open and transparent and respect the views of others

OTHER FACTORS

- Must be able to work flexibly, as determined by business requirements. The role will involve some overnight stays while supporting company events
- Must be able to travel to locations across UK when required
- Full UK driving licence required
- Show commitment to continuing professional development, proactively seeking out opportunities for continual learning and self-development
- Support other teams within the business as required.