

Job Description for Communications & Events Officer

Contract type: Fixed-term contract (3 years)

Hours of work: 5 days per week

Salary: £35,000 per annum

Reports to: Digital Communications Manager

Working pattern: Hybrid, with occasional travel across the UK

Process

Please apply with a CV and cover letter outlining:

- Your experience delivering communications and audience engagement activity
- Your experience coordinating events, webinars or stakeholder engagement programmes
- Your ability to manage multiple projects and priorities
- Your interest in supporting the wellbeing of education professionals

Role Purpose

At Education Support, we improve the mental health and wellbeing of everyone working in education. Through our helpline, counselling, guidance, organisational support and professional development services, we support thousands of education staff every year.

We have secured full funding for an ambitious new three-year programme, Love Teaching: Time for Change, designed to improve wellbeing, sustainable leadership and organisational culture across the education workforce. This is a flagship investment and a first-of-its-kind programme for Education Support, bringing together digital wellbeing resources, webinars, regional events, communities of practice and a national conference to create a sustained pathway of support for education professionals.

The Communications & Events Officer will have a unique opportunity to help shape and grow this major initiative. You will play a key role in building engagement, developing participant experiences and influencing how the programme evolves over its three-year lifespan.

Working closely with the Digital Communications Manager, you will help deliver engaging communications, coordinate events, support stakeholder relationships and ensure participants experience a seamless journey from first engagement through to deeper involvement.

Your work will directly contribute to the success, reach and impact of a nationally significant programme designed to create lasting change across the education sector.

This is an exciting opportunity for someone who enjoys combining communications, event delivery and relationship management, and who wants to be part of a well-funded, high-profile

programme with the potential to make a real difference to the wellbeing of the education workforce.

Key Responsibilities

Campaign strategy and planning

- Review and refine the existing campaign outline, including phasing, budget allocation and channel mix, bringing fresh ideas and evidence-based thinking to the approach.
- Identify the most effective combination of paid, owned and earned channels to start testing to build brand awareness among education staff, potential donors and campaigners.
- Develop a clear test-and-learn framework to guide activity, enabling the organisation to understand what works and why. This activity is important and brand new, so we'll support you to try new things.
- Work collaboratively with the Head of Fundraising and Marketing and wider team to align the campaign with organisational priorities.

Communications and audience engagement

- Coordinate the delivery of communications campaigns that promote programme resources, events and learning opportunities.
- Coordinate the launch and promotion of wellbeing packs, videos, webinars and workshop programmes.
- Help develop audience journeys that encourage ongoing engagement and progression through programme activities.
- Work with colleagues to ensure all communications are audience-focused, accessible and aligned with Education Support's brand and tone of voice.
- Coordinate the collection and sharing of participant stories, testimonials and case studies.

Events and programme delivery

- Events and programme delivery
- Coordinate online workshops, webinars and virtual learning events.
- Lead on participant administration including registrations, communications, joining instructions and follow-up activity.
- Coordinate the planning and delivery of regional in-person events for school leaders, teachers and Early Career Teachers.
- Coordinate event logistics including venues, suppliers, materials, speakers and delegate management.
- Lead the delivery of communities of practice and the programme's national conference.
- Provide on-site event support and represent Education Support at programme activities where required.

Stakeholder and partnership engagement

- Act as a first point of contact for programme participants.
- Build positive relationships with schools, education professionals and sector partners.
- Lead on collaboration with training providers, membership organisations and other strategic partners.

- Help maintain engagement networks and communities developed through the programme.
- Ensure participants receive a high-quality experience at every stage of engagement.
- Systems, insight and reporting
- Manage programme administration systems and online registration processes.
- Maintain accurate records using CRM and data management systems.
- Monitor participation, engagement and audience progression across programme activities.
- Support data collection, monitoring and evaluation requirements.
- Produce reports and insights to support programme development and funder reporting.
- Contribute to measuring programme reach, engagement, outcomes and impact.

General

- Carry out all duties in a way that reflects Education Support's values and commitment to equity, diversity and inclusion.
- Comply with all relevant legislation, policies and procedures including GDPR.
- Work collaboratively across teams to maximise programme impact.
- Undertake any other duties reasonably required.

Person Specification

Essential Knowledge and experience

- Experience delivering communications, marketing or audience engagement activity.
- Experience coordinating events, webinars, workshops or stakeholder engagement programmes.
- Excellent written communication skills with the ability to create engaging content for different audiences.
- Strong organisational and project management skills.
- Ability to manage multiple priorities and deadlines effectively.
- Experience using digital communications platforms, email marketing systems and social media channels.
- Experience maintaining accurate records and using databases or CRM systems.
- Ability to collect, analyse and report on engagement information and performance data.
- Strong interpersonal skills with the confidence to build relationships with a wide range of stakeholders.
- Good working knowledge of Microsoft 365 and digital collaboration tools.
- Commitment to Education Support's mission and the wellbeing of education professionals.

Desirable Knowledge and Experience

- Experience working in the charity, education or public sectors.
- Experience managing suppliers, venues or event partners.
- Experience using CRM systems for audience and relationship management.
- Experience gathering impact data, case studies and evaluation evidence.
- Understanding of wellbeing, leadership development or professional learning programmes.

- Experience supporting communities, networks or membership-based engagement activities.

Personal qualities

- We are looking for someone who is:
- Passionate about improving the lives of education professionals.
- Highly organised and detail-oriented.
- Proactive and solutions-focused.
- Comfortable working independently while contributing to a wider team.
- Confident building relationships with a range of stakeholders.
- Creative in finding ways to engage and inspire audiences.
- Adaptable and comfortable working within a developing programme.
- actionable recommendations.

