

Job Vacancy Information Pack

Marketing and Communications Officer

Thank you for your interest in working at Open Awards. This pack should give you everything you need to know to apply for this role and what it means to work at Open Awards.

In this pack, you will find:

Our Values

Information about Open Awards

How to Apply

Job Description

Person Specification

If you would like an informal chat about this vacancy, you can contact Rachel Newman on rachel.newman@openawards.org.uk or 07921 621 768.

OPEN AWARDS

Our Mission, Visions and Values

VISION

To Change Lives
Through Learning



MISSION

To Support
Educational
Achievement
For All

VALUES

Excellence
Innovation
Respect
Aspiration



At Open Awards, our **learners' aspirations** are at the heart of what we do.

As a not-for-profit organisation and a registered charity, we are all passionate about our organisation's mission to **change lives through learning**.

This manifests in our flexibility and creativity when it comes to working with our providers and learners. We know our providers want to support their learners to **achieve the very best outcomes** and, as a small team, we pride ourselves on having the **flexibility, knowledge** and **passion** to react quickly and intelligently to individual **learners' and employers' needs**.

Open Awards seeks to:

- improve education and training opportunities for learners;
- ensure flexibility of learning opportunities;
- provide progression opportunities; and
- provide and enhance equality of opportunity in all aspects of the learning environment.

Who are Open Awards?

We are an Awarding Organisation approved by Ofqual and an Access Validating Agency approved by the Quality Assurance Agency for Higher Education (QAA). We provide Ofqual regulated qualifications and units across a range of sectors, QAA Access to Higher Education Diplomas and also offer bespoke quality endorsed units and flexible learning solutions. We also support the delivery of traineeships, apprenticeships and supported internships and are an end-point assessment organisation approved by Education and Skills Funding Agency (ESFA). Our qualifications and units are used across a range of education settings including Further Education, schools, sixth-form colleges, prisons, private training providers and third sector organisations.

To explore what we offer further, watch our short video below.



Open Awards Services

Open Awards offers a high-quality accreditation and certification service for education and training. We are committed to offering:

- Value for money, including reasonable recognition and certification charges and a not-for-profit ethos.
- Contact with knowledgeable and responsive staff, who have curriculum expertise and offer detailed professional support.
- Access to a network of education and training organisations.
- An efficient administrative and certification service, with clear service standards.
- A commitment to promoting wider access to learning, equality of opportunity and recognition of achievement.
- Access to a comprehensive range of services, support workshops and training.

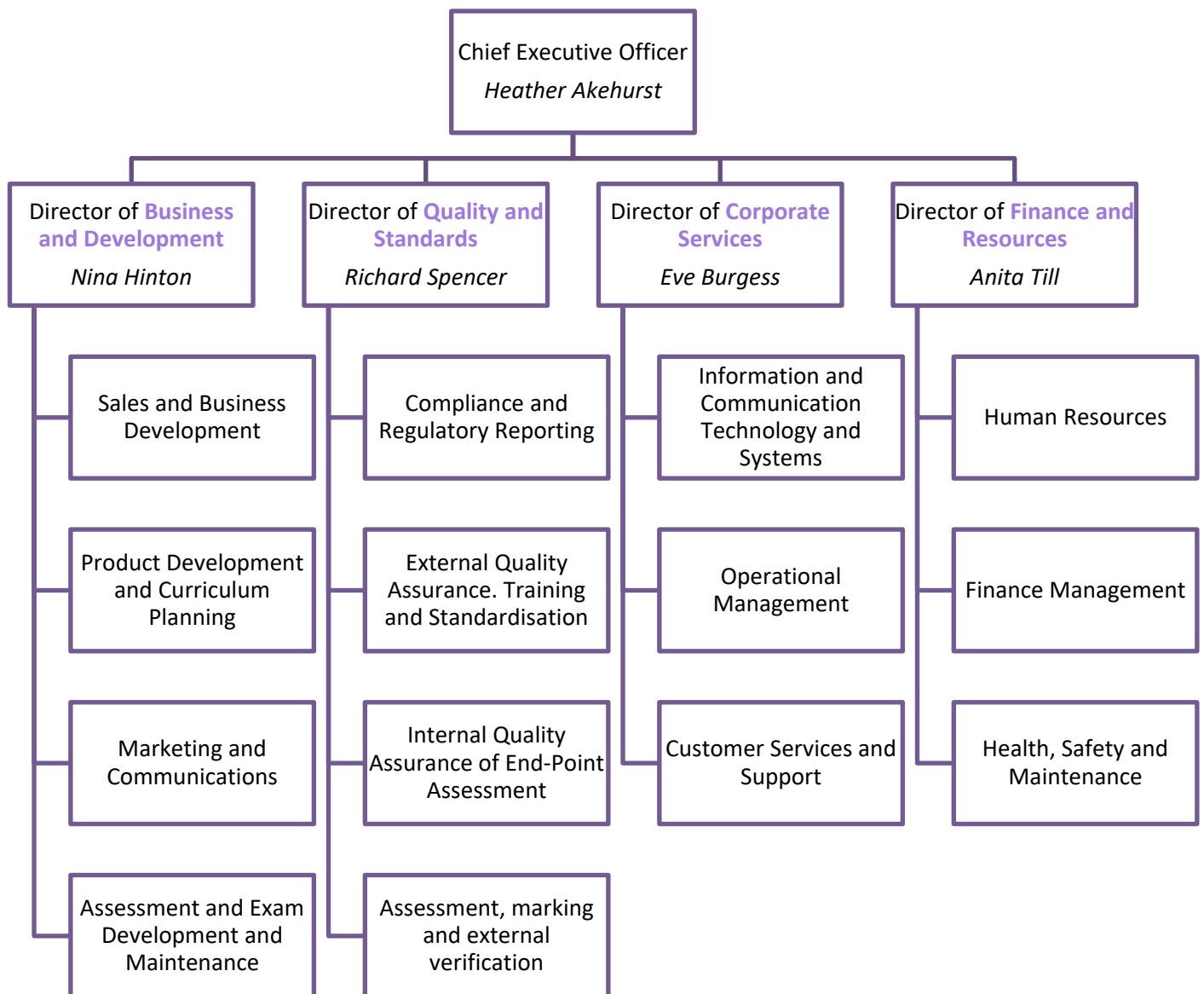
In particular Open Awards offers access to:

- Full advice and support for Open Awards accreditation, units and qualifications.
- A bank of approved units of achievement and qualifications.
- Staff development activities and curriculum forums to support networking, good practice and collaboration, and a range of specific training activities.

Meeting the Team

The role you are applying for is based within the Business and Development team.

We are a small organisation and encourage all teams to work together across the wider structure. As such you will be working, on a daily basis, with a wide range of colleagues across the team structure.



How to Apply

To apply for this role, please complete the application form together with a supporting statement outlining how you meet the criteria for the post (max two sides A4).

Completed forms should be returned to:

Rachel Newman
Open Awards
Estuary Commerce Park,
17 De Havilland Drive
Speke
Liverpool

Email application to:-
rachel.newman@openawards.org.uk

The **closing date** for applications for the post is 5pm on 29th October 2021.
Please note, we reserve the right to close the vacancy early if we receive sufficient suitable applicants.

Equality and Diversity

Open Awards is committed to making the recruitment process as fair as it can be. We want our workforce to reflect the diverse customer and learner base we support and we continue to work to create an inclusive culture where everyone is valued for who they are and the contribution they make to our mission and vision.

Our recruitment, selection, and assessment process is based entirely on skills and competencies of the specific roles. We judge the application, not the person.

We are a disability confident employer; if you have a disability and your application meets the minimum criteria for the post, we guarantee you will be interviewed.



Job Description

TITLE OF POST:	Marketing and Communications Officer
RESPONSIBLE TO:	Business Development Manager
STATUS:	Full-Time (35 hours per week), Permanent
SALARY:	Up to £26,957 (depending on experience)

FUNCTIONS OF POST:

- To develop and implement the Open Awards Marketing and Communications strategy to maximise sales and product awareness
- To lead on the building of Open Awards' brand across all internal and external publications and communication platforms
- Create and standardise internal and external communication materials to ensure quality, consistency and branding
- To liaise with stakeholders (internal and external) to collate and produce high-quality marketing content to drive sales, generate leads and grow the business
- Day-day responsibility for communicating and engaging with customers and stakeholders via social media platforms

MAIN DUTIES AND RESPONSIBILITIES:

Marketing and Communications

1. Oversee the development and implementation of Open Awards' marketing and communications strategy in order to maximise sales and product awareness
 - Develop a marketing and communications strategy in coordination with the Business Development Manager, Director of Business and Development, and other departments of the business
 - Regularly review approach to ensure that it is effective
 - Produce and implement a marketing strategy for new products/ services
2. To lead on the building of Open Awards' brand across all internal and external publications and communication platforms
 - Develop and implement Open Awards' branding guidance and associated materials
 - Develop and maintain the Open Awards website and social media accounts to ensure they remain current, accurate and represent the Open Awards' brand and voice
 - Coordinate campaigns to promote specific products and services

3. Create engaging and creative marketing and communications materials to drive sales, generate leads and grow the business
 - Create a range of content for the website and social media accounts in conjunction with providers, Open Awards staff and other professionals
 - Work across Open Awards team to identify and share appropriate customer feedback via all marketing channels
 - Produce case studies in a range of media including written, photographs, videos
 - Design printed collateral
 - Work with Open Awards staff to produce training videos, animations and learning modules for Open Awards customers
 - Support the day-day operations and sales of other Open Awards products
 - To be the first point of contact for responding to communications via social media platforms
4. Create and standardise internal and external communication materials to ensure quality, consistency and branding
 - Work with Open Awards staff to ensure customer information is effectively communicated
 - Prepare qualification guides and support materials, including quality assurance checks for accuracy
 - Contributing to validity and scrutiny panels and communicate outcomes to stakeholders (internal and external)
 - Write and coordinate communications, including newsletters, direct mail-outs and internal updates
5. Event Management
 - To organise and lead events and workshops as agreed within the operational and marketing plans (face-face and online)
 - To coordinate the organisation of bookings, speakers, catering and other arrangements as required
 - To coordinate communication to maximise attendance and output
 - To collate and action feedback to support continuous improvement
6. To develop, maintain and evaluate procedures and systems across Open Awards in line with regulatory requirements and update these systems to ensure continuous improvement. Relevant procedures include:
 - Marketing
 - Website and Social Media
 - External communications

Line Management

7. Manage the work of Administration and Support staff as required to meet team objectives in accordance with the tasks set out in the job description
 - Set realistic targets and deadlines
 - Undertake appraisals and performance management
 - Motivate and get the best from the role

General responsibilities

8. Provide high quality customer service to providers and other stakeholders
9. Provide support to providers on how to use Open Awards products and services and deal with requests for information
10. Provide training on Open Awards products, services and associated administrative procedures
11. Explore competitor marketing and drive forward suggestions for improvement to benefit Open Awards
12. Maintain up to date records of activities in Quartz database in accordance with policies and procedures.
13. Work with other members of the Open Awards team to coordinate activity
14. Travel to and work from any site that the duties of the job may require
15. Carry out any other duties as specified, from time to time by the Management Team
16. To support the organisation's commitment to equality and diversity and to promote non-discriminatory practices in all aspects of the work undertaken
17. It must be understood that every employee has a responsibility to ensure that their work complies with all statutory requirements and with Open Awards policies, and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, Open Awards Health and Safety policy, and the Mission, Vision and Values of Open Awards

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.

Person Specification

Criteria	Knowledge and Skills	Essential/ Desirable Criteria
Qualifications and Training	1. Level 2 qualification in English. 2. Marketing/ project management qualification at Level 3 or above.	Essential Desirable
Experience	3. Designing and implementing effective national and local marketing and communication strategies and campaigns. 4. Writing in different styles and registers for a range of purposes. 5. Creating marketing content for a range of audiences. 6. Generating leads and supporting sales functions and/or maintaining customer relationships. 7. Working in a supervisory role or managing staff. 8. Developing and maintaining customer relationships. 9. Working with and applying IT systems to achieve efficiency e.g. use of database systems spreadsheets and other Microsoft Office products in a range of contexts and for a range of purposes.	Essential Essential Essential Desirable Essential Essential
Skills/Abilities	10. Creativity and passion for marketing/communication products and services. 11. Attention to detail, including relating to spelling, grammar and formatting. 12. Ability to organise work on multiple projects at once. 13. Ability to communicate to different audiences and write fluently in a range of styles and formats. 14. Excellent communication and interpersonal skills. 15. Ability to work unsupervised be self-motivated and use own initiative. 16. Ability to represent Open Awards in discussions with customers and other stakeholders. 17. Ability to work as part of a team. 18. Ability to identify and solve problems and suggest solutions. 19. Ability to use a wide range of design and communications software including Photoshop, Canva, website content management systems, Mail Chimp and Microsoft Office packages for a range of purpose. 20. Ability to create and maintain good working relationships with customers and colleagues. 21. Ability to work to tight/fixed timescales, prioritise work, meet deadlines and have excellent time management skills. 22. Ability to implement changes and communicate to others.	Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential Essential
Commitment	23. A commitment to Equality & Diversity. 24. An understanding of and a personal commitment to the Mission, Vision and Values of Open Awards. 25. Commitment to customer service.	Essential Essential Essential
Other	26. Be adaptable, flexible and open to change. 27. Willingness to travel occasionally across the region and nationally, including overnight stays. 28. Willingness to undertake staff development activities.	Essential Essential Essential