

JOB DESCRIPTION

Senior Officer Communications

Post Ref	5.4.1.1, 5.4.1.2 and 5.4.1.3
Reporting To	5.4.1
Pay Band	HEO
Line Management	N/A
Budget Management	N/A

Job Purpose

To contribute to the development and delivery of Ofqual’s media strategy to communicate and promote its work, protect its reputation and achieve its strategic aims.

To contribute to the development and implementation of Ofqual's Internal Communications strategy, working to deliver co-ordinated communications plans and activity which builds effective engagement with staff, promoting awareness of Ofqual’s priorities, key messages and colleague satisfaction.

Key Accountabilities:

- Pro-actively using Ofqual’s messaging approach to develop media lines, identifying positive story opportunities, and preparing statements, press releases, handling plans and briefings on high-profile and complex issues to communicate Ofqual’s activities, policies and positions, and build and maintain its reputation.
- Monitoring social media channels to spot issues and opportunities; dispelling myths and inaccuracies in a timely fashion, developing messages and pro-actively managing reputation.
Actively engaging with partners in online networks.
- Acting as a key contact between the organisation and the local, regional and national media including print and broadcast, responding to enquiries, providing factual information and positively influencing media coverage to ensure Ofqual’s view and opinions are effectively represented.
- Working up ideas for stories and case studies that support communication and business / policy objectives.

- Maintaining an awareness of the news agenda and emerging news events, flagging issues appropriately within the organisation and taking appropriate action to protect reputation
- Developing and nurturing excellent relationships with journalists and contacts (eg bloggers) in all forms of media, to improve story placement and positively influence coverage
- Drafting quality press releases, press packs, and lines to take and issuing within agreed protocols
- Acting as a key contact between the organisation and other stakeholders' press teams, including government departments, awarding organisations and other regulatory bodies.
- Being an active member of the 24-7 press duty rota to provide out of hours media support to the organisation, and act as spokesperson for the organisation where appropriate
- Working closely with Strategic Relationships teamsto share information and intelligence that may affect approaches to stakeholder and media management, and take pro-active and appropriate action to manage reputation coherently and effectively.
- Monitoring and evaluating media coverage to inform the organisation's communications and regulatory activities.
- Maintaining accurate and up-to-date records of media enquiries and responses.
- Developing and maintaining good working relationships internally and externally to support the organisation in achieving its objectives.
- Delivering the internal communications strategy to ensure the effectiveness of internal communications activity and colleague engagement across the organisation.
- Using internal communication channels to disseminate accurate, timely and concise content which informs colleagues of key priorities and messages.
- Evaluate internal communication strategies, plans and campaigns, using metrics to report on the impact of internal communications activity, and analyse, adapt and improve communications work and outcomes.

Key Accountabilities:

- Leading by example as a role model for Ofqual's values and professional standards.
- Assisting with the delivery of business and corporate plans for your area.
- Managing individuals or teams through line management and/or matrix management arrangements as required, ensuring under performance is managed and adequate resourcing is planned to meet objectives.
- Initiating continuous improvement in your own areas of responsibility.
- Taking a proactive approach to risk management, ensuring any risks and issues identified are addressed and reported and, where appropriate, escalated.

- Managing delegated resources (e.g. budgets, equipment and contracts) as appropriate, to ensure value for money.
- Being fully aware of and actively complying with Ofqual's policies and procedures relevant to your own responsibilities and to corporate policies and procedures including equality, sustainability and the environment, health and safety and data protection.
- Performing any other reasonable duties as directed by line management.

This list should not be regarded as exhaustive and the post holder will be expected to deliver other duties relevant and appropriate to this post.

PERSON SPECIFICATION

Experience

Criteria	Essential (E) or Desirable (D)
Experience of working in a busy news and media environment in a similar capacity, dealing with complex information and strict timescales.	E
Experience of relationship management in an equivalent role or industry.	E
Experience of communicating complex issues in concise and accessible formats.	E
Understanding of digital and social media and its role in communications.	E
Experience of decision making and giving advice to senior staff and external stakeholders in high-pressure situations.	D
Experience of the education sector and/or regulation.	D

Skills and Abilities

Criteria	Essential (E) or Desirable (D)
Excellent written and oral communication skills and the ability to communicate complex ideas and information to a range of audiences and stakeholders.	E
Ability to translate complicated concepts into clear, compelling language and 'narratives' for audiences ranging from colleagues, to the public and key stakeholders.	E

Ability to prioritise workloads and plan activities effectively in order to meet deadlines.	E
Ability to make decisions in high-pressure environments.	E
Ability to use appropriate IT applications effectively (including Outlook, SharePoint, Word, PowerPoint and Excel).	E
Strong ability to work flexibly to meet changing priorities for the team and the organisation.	E
Able to systematically analyse complex information to provide clear and relevant recommendations, and to solve problems.	E
Ability to identify, analyse and recommend action to effectively manage risk.	E
Able to build effective working relationships with internal and external stakeholders to work collaboratively to achieve objectives.	E
Ability to understand Ofqual's strategic context and ensure that all work contributes to the organisation's priorities.	E
Able to provide effective line management and / or project team management to deliver agreed objectives.	D
Able to use project management disciplines to lead or contribute to project work.	D

Knowledge including qualifications

Criteria	Essential (E) or Desirable (D)
Degree level qualification or equivalent professional qualification and/or equivalent knowledge gained through experience.	E
Understanding of the role of a regulator and approaches to regulation.	D
Understanding of the education system.	D

You will be required to evidence the essential criteria in your application, and if successful, at interview. Additionally you may also be required to complete online tests, exercises, scenarios and/or psychometric testing.