Job Description

Post: **Communications and Engagement Manager**

Department: **Multimedia Learning Resources and Engagement**

Grade: **Senior Professional Grade**

Reports to: **Programme Manager – Multimedia Learning Resources and Engagement**

1. Scope

1.1 The post holder will manage the strategic and operational delivery of the Marketing and Communications, Editorial and Design teams within the Multimedia and Engagement Business Unit. This will include key projects across Curriculum, Assessment, Qualifications, Corporate and CCEA Regulation. The post holder will be a creative and driven team manager responsible for leading the marketing, communications and media operations.

2. Key corporate responsibilities

2.1 To contribute fully, at the appropriate level, to the operations of the relevant Business Unit in order to achieve the objectives of CCEA's Corporate and Operational Plans.

2.2 To contribute fully, at the appropriate level, within the relevant Business Unit to CCEA's:

(i) accountability and performance management framework;
(ii) risk management framework;
(iii) quality management framework; and
(iv) communications management framework.

The post holder will ensure the compliance of self and, where appropriate, others with these frameworks, such that they support the achievement of CCEA's Corporate and Operational objectives.

2.3 To assist the relevant line management, Business Unit Manager, Director and Executive Team in supporting the functions and responsibilities of CCEA and all of its committees.

2.4 To ensure, as appropriate to the level of the post, that CCEA secures value for money from the resources available to it.

2.5 To ensure, as appropriate to the level of the post, that CCEA operates an effective and transparent system of decision-making which includes a robust challenge function at all levels.

2.6 To contribute fully, as appropriate to the level of the post, to the full range of the Business Unit's work in relation to business improvement models including ISO, IiP and Customer Excellence, taking ownership, where applicable, for formal documentation, policies, practices, procedures, records, reports and statistical information. The post holder will be required to identify measures and targets to develop meaningful approaches to benchmarking consistent with a culture of continuous improvement.

2.7 To be responsible for maintaining CCEA records in accordance with the ISO Overview Procedure and to become familiar with records management practices and the implication of the Freedom of Information (FoI), General Data Protection Regulation (GDPR) and Data Protection (DP) Acts.

2.8 To contribute to the effective discharge of the Section 75 duties in line with CCEA's Equality Scheme.

2.9 To carry out any other duties, as appropriate to the level of the post, to support the achievement of CCEA's objectives as directed by line management, Business Unit Managers and Executive Team.

3. Key accountabilities

The post holder will:

3.1 lead the development, implementation and monitoring of a Communications Strategy which supports CCEA's corporate vision, mission and values, and the key work and priorities of the organisation;

3.2 project manage and work collaboratively across CCEA teams and directorates to ensure a joined up, consistent and effective approach to marketing, communications, editorial and design activity;

3.3 manage the functions of the team in the preparation and implementation of communications, marketing and public relations campaigns and events, supporting Curriculum, Assessment, Qualifications, Corporate and CCEA Regulation needs, involving:

- digital communications
- media relations
- PR and stakeholder engagement
- social media
- internal communications.

3.4 monitor the impact and effectiveness of all campaigns, providing KPIs, analysis, evaluation and reports to key stakeholders;

3.5 manage the organisation's press office function and lead on managing high-profile media enquiries and issues management, facilitating media briefings and interviews;

3.6 act as first line response and contact for the relationship with the media, preparing and editing press releases, statements, lines to take and briefing papers;

3.7 develop digital media to support our key messages and monitor social and news channels to identify and recognise potential issues, ensuring appropriate action is taken to maintain understanding and brand reputation;

3.8 prepare senior management for media engagement and other public opportunities such as Northern Ireland Assembly committee and stakeholder meetings;

3.9 lead corporate communications initiatives and work with other teams to develop and implement an internal communications and engagement strategy;

3.10 develop and mentor the MarComms team to maximise creativity and potential; and

3.11 manage and participate in an out of hours rota for media enquiries.

4. Key people management responsibilities

The post is a line management role.

The post holder will:

4.1 manage and develop the performance of all staff members reporting to the post holder within the Multimedia Learning Resources and Engagement Business Unit;

4.2 manage staffing resourcing through key operational periods and ensure an appropriate staff complement at all times;

4.3 provide support and training to staff to ensure appropriate levels of technical competency exists within the team; and

4.4 have due regard at all times for health and safety within the team, Business Unit and organisation in general.

5. Key financial management responsibilities

5.1 The post holder will support and be accountable to the Programme Manager and have aspects of budgetary planning and control. The post holder will monitor and report on aspects of budgetary control in relation to the scope of this role.