## POSITION DESCRIPTION

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| **Position Title:** | Communications Officer | **Agreed by employee:** |  |
| **Business Unit:** |  | **Approved by immediate manager:** |  |
| **Strategic Business Unit:** | TWIN COUNTRIES STREAM ACADEMY | **Approved by MHR:** |  |
| **Location:** |  | **Position Band:** |  |
| **Reports to:** | Director | **Date Prepared:** |  |
| **Direct Reports:** | CEO | **Evaluation Date:** |  |

## JOB PURPOSE

As the Communications Officer at Twin Countries STREAM Academy, you will be the voice of our institution, responsible for crafting and delivering compelling messages to diverse audiences. This role requires a skilled communicator with a passion for education and a strategic mindset. If you are adept at creating impactful narratives, managing media relations, and driving engagement through various channels, we invite you to contribute to our mission of excellence in STREAM education.

## KEY FUNCTIONS AND RESPONSIBILITIES

**General Responsibilities**

* **Content Creation:**

Develop engaging and persuasive content for various channels, including the academy's website, social media, newsletters, and press releases.

* **Media Relations:**

Cultivate and maintain positive relationships with local and national media outlets, pitching stories and securing coverage to increase the academy's visibility.

* **Social Media Management:**

Manage and curate content for social media platforms, creating campaigns that showcase the academy's achievements, events, and student success stories.

* **Brand Management:**

Uphold and enhance the academy's brand identity, ensuring consistent messaging across all communication channels.

* **Publications:**

Oversee the creation and distribution of printed and digital publications, including brochures, annual reports, and promotional materials.

* **Website Oversight:**

Maintain and update the academy's website content, ensuring it reflects current programs, events, and accomplishments.

* **Event Promotion:**

Develop communication plans to promote and cover academy events, ensuring a high level of attendance and engagement.

* **Crisis Communication:**

Develop and implement crisis communication plans to address and mitigate potential reputational challenges.

* **Internal Communication:**

Facilitate effective internal communication by creating newsletters, announcements, and other materials to keep staff informed and engaged.

* **Photography and Videography Coordination:**

Coordinate the creation of visual content, including photography and videography, to enhance the academy's storytelling.

**Knowledge and Skills Required**

* **Proven Experience**: Demonstrated success in communications, public relations, or marketing, preferably in an educational or non-profit setting.
* **Exceptional Writing Skills:** Strong writing and editing skills, with the ability to create clear, compelling, and error-free content for various audiences.
* **Media Savvy:** Familiarity with media relations, including pitching stories, responding to media inquiries, and managing press events.
* **Digital Literacy:** Proficiency in social media management, website content management systems, and basic graphic design tools.
* **Strategic Thinker**: Ability to think strategically, contribute to communication strategy development, and execute plans effectively.
* **Collaborative Team Player**: Strong interpersonal skills with the ability to collaborate with internal teams and external partners.

**Qualifications**

* **Bachelor's or Master's degree in Communications, Public Relations, Marketing, or a related field.**