



Position Description

COMMUNICATIONS SPECIALIST

Reports to: Head of Engagement, Media & Impact

Direct reports: This role has no direct reports.

Position: Full Time

Review: 3 months, then annually in June

Organisational structure

This role is part of the Engagement, Media & Impact team including:

- Head of Engagement, Media & Impact
- Manager of Partnerships
- Fundraising Specialist

Role overview

The **Communications Specialist** is responsible for gathering and developing content for the promotion of CEF in consultation with the Head of Engagement, Media & Impact.

Key Responsibilities

- Develop and implement an ongoing digital strategy, including new forms of content to support CEF brand, campaign and engagement strategies in consultation with the Head of team and CEO.
- Develop new content for CEF platforms and assets including newsletters, website content, Make it Possible, Scholarships Guide, annual report etc.
- Repurpose existing content for CEF when appropriate.
- Develop and implement quality content for social media channels including writing and graphic design.
- Develop and manage corporate communications content.
- Monitor social media platforms with regular posting, commenting, and networking.
- Maintain and develop the communications content calendar.
- Monitor media, build media relationships and identify and secure opportunities.
- Assist in the development and management of measurable reporting for increasing brand communication and stakeholder and audience engagement.
- Support PR, advocacy and external opportunities.
- Work with stakeholders (students, donors, alumni, volunteers etc) to collect appropriate audiovisual and written content/assets.
- Write and distribute press releases as required.
- Write and promote blog articles for cross promotion on corporate partner websites as required.
- Ensure all design and communication content is of high quality and compliant with style and brand guidelines.
- Assist with events, campaigns and projects as required.