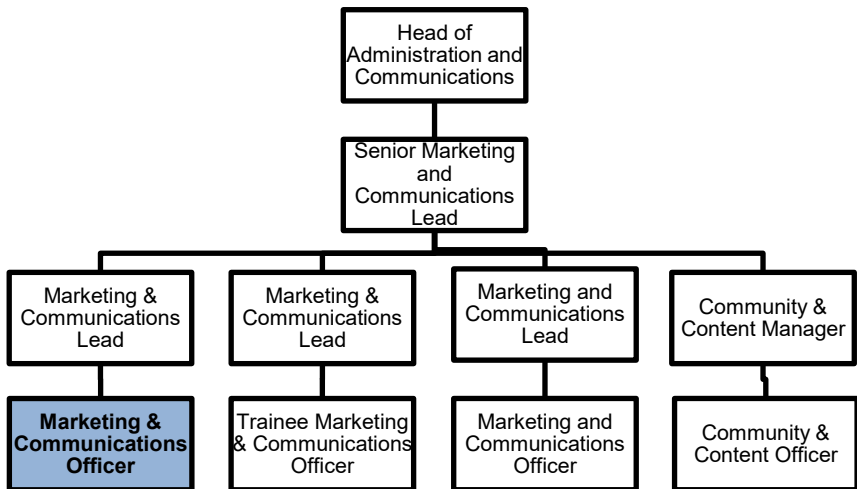


STEM Learning Limited

1. Role Particulars	
Role Title: Marketing and Communications Officer	Reports to: Marketing and Communications Lead
2. Organogram	
 <pre> graph TD A[Head of Administration and Communications] --> B[Senior Marketing and Communications Lead] B --> C1[Marketing & Communications Lead] B --> C2[Marketing & Communications Lead] B --> C3[Marketing and Communications Lead] B --> C4[Community & Content Manager] C1 --> D1[Marketing & Communications Officer] C2 --> D2[Trainee Marketing & Communications Officer] C3 --> D3[Marketing and Communications Officer] C4 --> D4[Community & Content Officer] </pre>	
3. Purpose of role	<p>The Marketing and Communications Officer role exists to ensure effective marketing and communication delivery for a range of audiences and programmes.</p> <p>They will raise and develop awareness of the full range of support available from STEM Learning by skilful tactical choice and use of a range of channels and approaches. They will adhere to agreed business processes, seek continuous improvement and work with the Lead to compile evidence of effectiveness of activity for regular performance reporting.</p> <p>They will contribute to effective cross-working across Marketing and Communications by active collaboration.</p>
4. Key Results / Accountabilities expected from role	<p>Manage and deliver marketing and communications activities:</p> <ul style="list-style-type: none"> • deliver a full, aligned portfolio of digital and offline marketing, communications and PR activities • work with colleagues and partners to deliver effective, achievable communication plans • monitor marketing/communications activities in terms of performance, budget and return on investment • contribute to continuous evaluation and improvement of marketing/communications activities and support • monitor competitors and markets, and offer evidence of best practice and potential improvements. <p>Shape and execute integrated marketing and communications campaigns:</p> <ul style="list-style-type: none"> • deliver powerful, integrated campaigns that promote our organisation, brand and products • write all content in a confident, compelling and concise style, flexed to each medium • use data effectively to develop high-impact, personalised marketing/communications • find ways to improve marketing/communication by distilling and using insight from a range of sources • leverage existing content, research and events to maximise impact. <p>Deliver a suite of communications support:</p> <ul style="list-style-type: none"> • offer effective marketing/communications guidance, advice and training • share marketing/communications best practice • continuously evaluate and improve marketing/communications support provided • monitor the effectiveness of network marketing/communications activities. <p>Manage own performance and collaborate actively with colleagues:</p> <ul style="list-style-type: none"> • ensure that own activities are delivered to time, cost and quality to achieve plans and objectives • make use of feedback and coaching to improve skills and capabilities • review own performance on a regular basis and contribute positively to performance review process • collaborate actively to share resource and expertise effectively <p>Other responsibilities:</p>

<ul style="list-style-type: none"> • ensure data protection, compliance and other STEM Learning policies are followed • act as a 'voice of the customer' in the business to ensure we are audience-led • develop and deliver training to internal and external stakeholders • represent Marketing and Communications at appropriate events, meetings and committees • keep professionally updated by undertaking CPD • undertake other duties that may reasonably be requested.
5. Key challenges faced in the role
<ul style="list-style-type: none"> • <i>Balancing priorities and resources to achieve optimum results</i>, reporting on effectiveness of communications activities and return on investment across different channels and activities. • <i>Cross-working across Marketing and Communications</i> to ensure best use of resources and alignment of approach and messages, leading to optimised promotion of STEM Learning propositions. • <i>Maintaining rapid deployment of fresh, compelling digital content</i> (website, email, social media) to maintain momentum and dynamism for propositions and brands. • <i>Collaborating effectively with stakeholders</i>: management, funders and external partners. • <i>Embedding marketing/communication expertise</i> across STEM Learning through productive working relationships with other departments, working groups and partner organisations.
6. Any other information (particular reference to planning (nature and impact), scope of impact).
<p>This role is instrumental in ensuring that all schools, colleges, employers and wider partners are aware of and able to make use of the support provided by STEM Learning.</p> <p>This is an operational role in a fast-paced, constantly evolving environment. The Officer will need to undertake a range of projects in parallel so that we are able to deliver high-impact marketing activities. The role will offer the opportunity for the Officer to gain strong executional experience across all areas of marketing and communications, and to learn from more experienced professionals.</p> <p>The Officer will ensure that communications activities they manage are focused on the areas where they add most value.</p>
7. Relevant experience and expertise (typical educational qualification and experience)
<ul style="list-style-type: none"> • Education/experience: Degree and/or relevant professional qualification and/or a track record of experience in a similar or related role, or equivalent experience acquired through a combination of vocational training and on-the-job experience, demonstrating development over time. • Knowledge and understanding: Familiarity with typical marketing/communications work practices, processes and procedures, ideally including broader commercial awareness. Operational familiarity with a range of relevant systems, platforms, tools and channels. Clear understanding of compliance and good governance in all activities. • Communication skills: Well-developed written and oral communication skills with excellent attention to detail. Good interpersonal skills, ideally able to flex communication style and delivery to the needs of the audience. Skilled at writing compelling, concise copy for a diversity of media. Ability to influence effectively at own level. • Planning and problem-solving: Experience of planning and progressing tactical work activities using initiative and judgement without unnecessary recourse to managers. Strong self-motivation and achievement focus, with proven analytical and problem-solving capabilities. Finds a way forward in challenging circumstances. • Stakeholder management: Strong customer orientation and ability to form effective working relationships with a range of internal and external stakeholders. Skilled in advancing a reasoned, evidence-led case for a course of action, and in negotiation. Effective skills in supplier selection and management. • Performance monitoring: Experience in monitoring key marketing/communication metrics, ensuring good cost control and with an ability to diagnose what is working well/less well and the creativity to think of practical operational improvements. • Personal qualities: This role would best suit someone who is positive, conscientious, circumspect and loves to get things done. Well-developed skills in assimilating complex information, making good decisions quickly and working well under deadline pressure. Able to maintain an enthusiastic manner and offer solutions, not problems. <p>Note: This important role will require flexibility of working pattern to manage the shifting levels of workload.</p>
8. Economic dimensions associated with the role (if any)
Delegated responsibility for small amounts of campaign expenditure within agreed budget lines.
9. Location

York-based with occasional UK travel, including overnight stays.

Office requirement five days during probation period.

On passing probation, minimum three days in minimum