



David Game College
31 Jewry Street, London EC3N 2ET

EVENTS, OUTREACH & COMMUNICATIONS OFFICER

JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: Events, Outreach & Communications Officer

Working hours: (Full-time, flexible) Normally Monday to Friday 9.00am – 5.30pm, but with a hybrid working model, typically Work-From-Home 2 days a week, with a possibility of evenings and weekends, depending on when in-person attendance is needed for events, Covid-19 restrictions and/or occasional UK travel.

Job Purpose & Background

Add value to the DGHE Marketing & Communications Office in the area of events and outreach, with the objective of expanding reach and engagement with key target markets and communities relevant to DGHE, including internal, external, recruitment and community activities.

Main Duties & Responsibilities

- **Internal events:** Manage, organise and support internal events such as induction days, graduation, careers days, staff events, open houses and tours, art exhibitions, seasonal/cultural activities, etc.
- **External outreach:** Manage, organise and support external outreach activities and events, such as exhibitions/fairs, educational and recruitment workshops in feeder schools, recruitment agencies and community organisations; pursuing traineeships/internships and other partnership opportunities with industry, etc. This includes raising awareness and building new relationships, sometimes through cold-calling, visits, and being able to sell the value of our offerings at DGHE.
- **Research:** Conduct market research, industry mapping and network analysis to develop recommendations and plans to increase the quality and reach of outreach activities.
- **Content production:** Develop content, such as capturing photos and videos of events, writing captions, website news / newsletter articles, hashtags and taglines, developing artwork concepts to fit the channel specifications, choice of imagery, etc. (responsible for media concepts and raw media capture, but not necessarily design/editing).
- **Increase participation:** Attract more students from diverse backgrounds – including the BAME community, different abilities and age groups – through strategic engagement with schools, agencies, associations and community groups.
- **Monitoring and evaluation:** Continuously monitor the output of events, outreach and communications efforts; provide regular reports tracking Key Performance Indicators;

identify challenges or lessons learned and make recommendations to inform communications activities going forward.

Secondary Duties

- **Support the DGHE Marketing & Communications team** with all relevant day-to-day communications tasks. Attend and participate in departmental meetings, keep records and follow through on action points within the scope of marketing and communications, especially events and outreach.
- **Advertising & media campaigns:** Contribute to the strategy, implementation and monitoring of advertising and media campaigns through digital, partner platforms, media and other channels. Support the development and implementation wider (online or offline) communications campaigns.
- **Liaise with other departments** as required to complete assigned tasks.
- **Ensure that DGHE is compliant** at all times with all relevant licensing and accreditation bodies and any other relevant organisation, as well as ensuring that where appropriate our partners are consulted on content and approve.

This job description summarises the purpose of the job and lists its key tasks. The above duties are subject to change at the discretion of the College and shall include other reasonable responsibilities as the College may from time-to-time assign.

Reporting Framework

The Events, Outreach and Communications Officer will report to the Marketing, Communications & Events Coordinator, and in turn these two report to the Head of Marketing & Communications, who in turn reports to the Director of Higher Education. They will also work in coordination with fellow Marketing & Communications Officers, Recruitment and Admissions staff, the Operations Manager and Head of Centre, Academic staff, Group-level colleagues, consultants, contractors and fellow colleagues.

Person Specification

The applicant would:

- Be “a people person”; an excellent communicator, outgoing and engaging
- Offer high levels of personal and professional competence and skills in event management, pitching and persuasion, community relations and outreach, content production – including copywriting, concept development for design, basic photography and videography – marketing/communications and stakeholder relations
- Have a great attitude – enthusiastic about education, outreach and community – and willingness to learn, grow and work hard in order to contribute to a busy, performance-driven team, represent DGHE and develop community relationships
- Be a hard-working team-player and self-starter with a commitment to satisfying customers, solving problems and exceeding expectations

- Have skills, behaviours and communication approaches that build successful relationships within teams and across teams and communities
- Understand marketing campaign development and new technologies in communications that improve service levels and efficiency
- Be a creative thinker with a talent for developing marketing campaigns, engagement tactics, presentations and other materials and activities
- Be passionate about education and facilitating the career advancement of others
- Take pride in being professional and an expert in the field to achieve results
- Seek and respond to feedback to achieve results
- Commit to self-development to enhance skills and abilities
- Have capacity to work to tight deadlines, changing priorities, on own initiative and to take responsibility for decisions and outcomes.

The applicant should have the following qualifications

	Essential	Desirable	Method of Assessment
Qualifications	Diploma or Bachelor's Degree in Communications, Marketing, Events Management, Community Relations or related	Events & Outreach certifications. Evidence of commitment to professional development.	Certificates check & interview
Experience	2+ years' experience coordinating events, outreach, recruitment and/or community relations working with similar stakeholders, market segments and audiences as DGHE does.	2+ years working specifically on events and outreach activities in the field of education in London, England	Reference checks Interview Demonstrative presentation in interview
Legal Status	Eligibility to work in and travel freely in the UK Appropriate DBS disclosure		Application form Enhanced DBS will be requested prior to appointment for successful candidate. Documentation