

COMMUNICATIONS & ENGAGEMENT OFFICER

Job specification pack



Welcome to Big Creative Academy

Big Creative Academy (BCA) is a specialist creative arts college for 16-19 year olds based in Walthamstow, E17.

Our intent is to provide young creatives from diverse backgrounds with the entrepreneurial skills and academic knowledge to have a powerful impact in the creative industries.

Through access to higher education and the development of cultural capital we will provide students with the attitude and resilience to succeed.



As an organisation we provide a supportive, developmental environment with a creative and innovative approach to education. Choosing to work for BCA will enable you to be part of a successful organisation that offer a good work-life balance to all employees, which includes a flexible working approach, a friendly, positive and purposeful working environment, and plenty of opportunities for social interaction between colleagues

We are a values-led organisation, award-winning in equality, diversity, and inclusion and a best practice college for LGBTQ+.

We work with integrity and passion, and are fiercely committed to creating a truly meaningful work environment, where individuals are empowered with the tools, technology, and training to unleash their full potential.

This is an exciting time to join BCA. We moved into our £21m new building in January 2021 with all new industry-standard studios and equipment.

We have 440 young people per year enrolled onto our Level 3 vocational programmes, and learners take qualifications in maths and English if needed. We have a job centre on site for learners and a sister organisation, Big Creative Training, offering apprenticeships. Progression outcomes for students are filling local skills needs for a growing creative arts sector.

The majority of our staff are dual practitioners, teaching their professional craft. This makes BCA an innovative environment in which to work. Together with our industry ambassadors and patron, Emeli Sande, all of our programmes are industry led and forward thinking.

Benefits of working for BCA

- Flexible Fridays, half day, to provide work-life balance
- Employee assistance programme
- Research-based professional development
- Supportive, caring and developmental environment with full staff wellbeing programme
- Excellent career development opportunities and performance recognition
- Staff social events
- Gym facilities for staff use
- Cycle to work scheme



Sacha Corcoran, MBE (Principal)

I'm really proud of the team at Big Creative Academy all working together to provide the best education possible for our learners. Our values are incredibly important to us and we look forward to welcoming you into the Big Creative family.

– Kindness – Respect – Inclusivity – Authenticity – Integrity –

What our learners and graduates say...

96% of learners at BCA say their overall experience is good. Here's what they had to say...

"The teachers always find time to help."

"I love the small class sizes, and the fun environment created."

"I get to do something I love with other people who have the same interests as me."



Not only did the college give us the tools and knowledge to succeed, they prepared us for life as creatives of the future.

Georgia



If it wasn't for BCA there's no way I would have become the person I am today. Thanks for helping me find myself!"

Amani

Job Description & Person Specification

Post Title: COMMUNICATIONS & ENGAGEMENT OFFICER

- Salary: £30,000 to £35,000 per annum
- Basis: Full Time (35 hours per week)
- Weeks: 52 weeks
- Start Date: 2 September 2025
- Reporting to: Marketing Manager
- Location: Big Creative Academy, Clifton Avenue, E17 6HL
- Annual leave: 30 days per annum

Purpose of the role:

Big Creative Academy's mission is to create careers, supporting young people onto the next steps. After completing a course here students will be able to move into employment in the creative arts, secure an apprenticeship or go to university so that they can make a living from their passion.

We are seeking a creative, strategic and proactive Communications & Engagement Officer to lead on internal and external communications, alumni engagement, influencer outreach, and reputation building for Big Creative Education (BCE).

You will help raise the profile of BCE by producing and managing impactful communications, growing our alumni network, building backlinks for SEO, and working with influencers, industry partners, and press. You will also help coordinate cross-departmental messaging and support campaign delivery across our Academy and Training branches.

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Key Responsibilities

- Lead and implement BCE's internal and external communication strategy to improve brand awareness.
- Develop and manage an alumni strategy to celebrate success stories, promote progression and build advocacy.
- Co-ordinate press and PR opportunities for across BCE
- Written content for website, SEO, socials, PR and other documents as required.

Key Duties:

Communications

- Write, edit and coordinate content for emails, newsletters, announcements, and press releases
- To co-ordinate and produce official documentation for external communications, including proof-reading
- Produce and maintain BCE's tone of voice and brand guidelines across platforms.
- Monitor and respond to relevant public, local, and industry news.

Alumni Engagement

- Launch and manage an alumni LinkedIn Group and email campaigns.
- Track and report alumni activity to inform impact and marketing.

Influencer & Industry Outreach

- Identify and build relationships with relevant influencers, creators and creatives from our student base and local creative industries.
- Coordinate press opportunities, speaking engagements for members of staff and feature stories.

Events

- Lead and coordinate PR events for the marketing team.
- Attend school careers fairs, open evenings and other student recruitment events as required.
- Assist and promote the Academy as a venue for external hire

Digital & SEO

- SEO writing for website content while maintaining the college's tone of voice and values.
- Collaborate with the Marketing Manager on growing backlinks and domain authority through partnerships and PR placements.
- Research and pitch digital content to relevant industry blogs, education platforms and partner networks.
- Assist in campaign copy and tracking performance via Google Analytics and UTM links.

Team & Collaboration

- Work closely with content and education teams to ensure consistency of messaging across social, digital and print.
- Assist in shaping campaign messaging across departments including recruitment, curriculum and employer engagement.

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In addition the postholder is expected to:

- Work towards achieving Big Creative Academy's mission and actively participate in our culture, striving towards outstanding teaching and learning, promoting wellbeing and bringing industry into the classroom
 - Travel to and meet with key stakeholders as appropriate to the role
 - Undertake continuous professional development including research projects and a bespoke annual plan
 - Actively promote equality and anti-racism at all times
 - Carry out duties at all times with due regard to Big Creative Academy's policies, including safeguarding, health and safety and data protection and participate in training as required
 - To comply with and promote the Academy's safeguarding policies
 - Work flexibly and to undertake any other duties that may reasonably allocated by the line manager, which may include working occasional evenings and weekends
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Person Specification

A – Application I – Interview

ATTRIBUTES	REQUIRED	DESIRABLE	METHOD OF ASSESSMENT
Education and Qualifications			
An undergraduate degree	X		A
Qualifications in English and maths equivalent to GCSE Grade 4/C/Level 2		X	A
Qualification or accreditation in marketing or journalism		X	A
Knowledge and Skills			
Excellent copywriting and communication skills	X		A
Strong organisation, time management and attention to detail	X		I
An excellent standard of written English	X		A
Comfortable working across diverse stakeholders, including young people and external partners	X		A
Knowledge of further education or creative industries		X	I
Experience			
SEO writing or link-building experience	X		I
Proven experience in marketing, communications, PR or community management	X		A
Experience of leading high profile events	X		A
Understanding of CMS platforms for website content and updates	X		I
Familiarity with LinkedIn, Mailchimp and digital outreach best practices	X		I
Commitment			
High professional standards and personal integrity, with high expectations of self and others	X		I
Able to work collaboratively as part of a team, to deliver shared outputs	X		I
Able to prioritise, meet deadlines, and work under pressure	X		I
Take initiative and innovate to drive continuous improvement	X		I

How to apply

To apply you must write a letter of application to bca-hr@bigcreative.education. This must include a supporting statement that evidences your experience matched to the accountabilities and person specification of the job role.

Closing date for application is **15th of June 2025**.

Interviews will be held in w/c 23rd of June 2025.

Safeguarding

BCA operates safer recruitment practice in accordance with Keeping Children Safe in Education regulations. Please expect the highest level of scrutiny and background checks. Appointments are subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check. New members of staff cannot start their positions until these documents are in place.

Warner Interviews

As a values led organisation we conduct Warner interviews as part of our recruitment process. These are designed to help us understand your own values and motivation for working with the specific cohort of young people we serve. We recommend that you research this interview technique should you be invited to attend an interview.



What our staff say...



I like the progressive nature of the college and how we are always looking to expand and offer a more rounded experience for the learners.

The best part of my role is being able to make a positive difference to the lives of many, supporting our young people in seeing their potential.

There is fantastic communication between members of staff and the management team.

I feel supported and encouraged in my role, inspired to continue working to deliver high quality and engaging material.

The staff get on well with each other and work together positively to benefit the organisation.

Lovely working environment with a supportive team and great students.

What we do, individually, and overall, makes a huge impact on the lives of these young people and empowers them.

I like the collaborative culture and genuine care for staff, with time and energy invested.

BCA is a small organisation with a big heart and a great mission to develop learners from disadvantaged communities.

I am trusted by my manager to use initiative and develop my area as I see fit. I feel trusted and valued in my ideas and opinions.

The environment at BCA is a huge stand out to me. The staff are diverse so it makes me feel very comfortable at work.

The absolutely fantastic team of staff that I work with – we all come from different walks of life yet share the same creative interests and goals in improving learner's experience and their lives in general.

The community feel to our college is second to none.



To find out more about BCA and our approach to education please visit <http://www.bigcreative.education/>

Big Creative Academy was rated “outstanding” by Ofsted at our last inspection.

[Read the full report >](#)

Useful links

[BCE promo video >](#)

Socials

[Insta @we.are.bce](#)

[X @we.are.bce](#)



BCA is an equal opportunities employer and positively welcomes applications from all sections of the community. We are committed to safeguarding all learners enrolled on our programmes and appointment of successful applicants will be subject to satisfactory references being obtained, and an enhanced disclosure and barring service (DBS) check.

bigcreative.education

