CANDIDATE PACK



Job Title:
Communications and Events Assistant

LONDON SOUTH EAST COLLEGES

Part of Elevare® CIVIC EDUCATION GROUP

About Us

London South East Colleges is a thriving further education college with seven campuses across Bexley, Bromley, Greenwich and Lambeth.
Our ambition is to transform lives by the power of learning. We know that education has a hugely positive impact on people's lives and are passionate about helping people to realise their potential.

We are determined to make a positive difference to our local communities. Our college operates as a social enterprise, generating social value and supporting social mobility for all.

We constantly seek new talent to join our organisation and welcome applications from people with a wide range of skills and experience. We value our staff and are committed to investing in them and their futures – offering competitive salaries, benefits and training packages.



Our Mission, Vision and Values

London South East Colleges will endeavour to be true to its values and ensure we deliver on our mission: to provide leadership, knowledge, and resources to unleash the power of learning as an agent for social change.

Vision

Transforming Lives through the Power of Learning: We believe that education changes lives and communities for the better.

Values

Lead Locally

We take our public responsibility seriously. We serve communities and respond to their needs, creating social value and making a strong impact. We are more than education. We are leaders in the community

Act Responsibly

Acting responsibly is core to everything we do. We are ethical, we have integrity, and we operate responsibly, treating everyone with respect. We don't let people fail. We always do the right thing

Fearless Pioneers

One step ahead, we look courageously to the future and stand out with confidence. We take the lead in shaping the local and national agenda and are true pioneers of the sector. We are never afraid to take things on

Continuously Innovate

Through our sector-leading research and evidence-based policies, we promote best practice. We continually learn, looking outwards and inwards to support and improve the wider system through our innovative approaches

People First

We are inclusive to everyone. We take a principled and personalised approach by learning, listening and treating everyone as individuals. All decisions are made with people at the centre.

Job Description

Job Title:	Communications and Events Assistant
Salary:	From £26,652 (Spine Point 15-22)
Responsible to:	Communications and Events Officer
Hours of work:	37 hours per week
Tenure:	Permanent
Location:	Hybrid, based at Orpington. Regular travel to other campuses.

About Elevare Civic Education Group

Elevare Civic Education Group is a social enterprise which goes beyond simply delivering education. Every part of our group focuses on ensuring that each student is nurtured to help them flourish and achieve their full potential. We are also determined to make a difference to our communities by improving economic and social health. We do this by working closely with our partners, students, staff and stakeholders to generate social value.

About the Marketing, Communications & External Engagement team

The team is responsible for building, promoting and protecting the reputation of Elevare Civic Education Group, including its sub brands which include London South East Colleges, London South East Colleges University Centre, London South East Academies Trust and Greenwich Adult & Community Learning. The team has a broad remit across marketing and communications, including branding, student recruitment, social media, content creation, events, internal communications to staff and students, community engagement, digital marketing and web and supporting the Group's priorities and plans for growth.

The main purpose of the role

To co-ordinate and create student and staff communications through multiple physical and digital channels, co-ordinate campus messaging systems and the student app, support successful delivery of events across the Group, and oversee the College Ambassador programme for recruitment and engagement activities.

Significant contacts and relationships

- To ensure a positive working relationship is maintained with colleagues across the group, the marketing and communication methods across the Group
- Key relationships – Group Head of Communications, Events and External Engagement; Group Director of Marketing, Communications and External Engagement; Marketing, Communications and External Engagement team; Student Engagement team; LSEAT team.
- Staff, outside agencies and general public.

Key Responsibilities

Directed by the Communications and Events Officer, you will:

- Develop and create engaging content for student and staff communications across all campuses, managing both physical displays and digital screen content systems whilst supporting overall brand consistency initiatives.
- Co-ordinate, train, and manage the College Ambassador scheme for open days, enrolment events, recruitment activities and promotional content for peer-to-peer recruitment messaging, ensuring alignment with multi-channel recruitment campaign objectives.
- Maintain relationships with College Ambassadors for future possible case studies and alumni stories.
- Oversee campus messaging systems including digital signage and internal communications displays as part of comprehensive digital infrastructure and produce compelling copy and visual content for these.

- Collaborate with Student Services and academic departments to create timely, relevant content for student welfare, academic support and campus life communications.
- Create materials for student voice initiatives, feedback campaigns and student representation activities that support recruitment, retention objectives and brand awareness initiatives.
- Support and source content for external award entries and help manage the calendar of awards and identify other appropriate awards for the Group to enter.
- Support the delivery of internal awards, including judging, gathering and editing citations and setting up the events.
- Support the delivery of internal events across the Group, including but not limited to External Engagement, fundraising and student and staff engagement events.
- Support the monitoring and evaluation of the effectiveness of campus communications through student and staff feedback, ensuring messaging reaches target audiences and supports data-driven decision-making.
- Support charitable income generation activities through campus-based promotional content and donor relationship building initiatives for Elevare Education Foundation.
- Represent the team at student events, ambassador briefings and campus-based promotional activities supporting overall stakeholder engagement objectives.
- Undertake other campus communications responsibilities commensurate with the grading of the position and in support of the wider Marketing, Communications and External Engagement Team.

General

The duties and responsibilities may vary from time to time without changing the level of responsibility. All employees are required to undertake the following general duties:

- Carrying out such other duties as may be reasonably requested by the line manager, or any more senior manager. This might include some evening duties occasionally and working outside normal working hours in times of peak demand, for example supporting open events.
- Ensuring adherence with Risk Management Policy and compliance with health and safety policies and procedures and risk assessments.
- Sharing in the organisation’s commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- Awareness of the organisation’s Equality and Diversity Policy and targets and actively promoting equality of opportunity.
- Develop and understanding and participate in the Organisation’s sustainability initiatives.

Qualifications:	Essential	Desirable
Educated to degree level or equivalent in a relevant subject (ideally in English/Communications/Journalism) or with equivalent experience gained in industry.	√	
CIM or CIPR qualified.		√

Skills		
Excellent copywriting, editing and proofreading skills, with excellent grammar and attention to detail.	√	
Excellent verbal communication skills with the ability to relate to people at all levels and comfortable working with a range of stakeholders up/down and across the organisation.	√	
Experience of using creative products (such as Canva)		√
Experience working with (or within) marketing and communications teams.	√	

Knowledge and experience:		
Experience of working in an education setting with the willingness to learn about its policy landscape and operating context.		√
Experience of, or willingness to learn about, planning and producing events and awards.	√	
Experience of running multiple complex projects at once, in a fast-paced environment.	√	
Good understanding of content creation and storytelling across mediums	√	
Experience of, or willingness to learn about, managing apps.	√	
Experience of Canva analytics, using data and performance metrics to inform and enhance future communications activity.		√
Experience of managing budgets.		√
Experience of working with FE, HE and Multi Academy Trusts.		√

Abilities		
Professional, approachable and personable.	√	
Calm and confident approach to dealing with difficult situations.	√	
Methodical and well-organised with the ability to prioritise, managing multiple projects and conflicting pressures.	√	
Self-motivated with the ability to work well under pressure.	√	
Ability to identify innovative workable solutions to problems.	√	
Able to sustain output in a fast-paced and pressurised environment.	√	
A supportive team player, able to work in a fast-paced environment. You will be able to work independently and in collaboration with colleagues at all levels across departments and with external stakeholders.	√	

Other qualities		
Drive, energy and enthusiasm to work flexibly in a changing and challenging environment.	√	
Commitment to work within the framework of the Group's policies.	√	
Commitment to raising the quality of every aspect of Group activity.	√	
Preparedness to take responsibility for and ownership of tasks.	√	
Evidence of a commitment to personal and professional development.		√

General

The particular duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. All College employees are required to undertake the following general duties:

- Carrying out such other duties as may be reasonably requested by the line manager, or any more senior manager
- Compliance with health and safety policies and procedures and risk assessments
- Sharing in the College's commitment to safeguarding and promoting the welfare of children, young people and vulnerable adults
- Awareness of the College's Equality and Diversity policies and targets, and actively promoting equality of opportunity
- Ensuring adherence with Risk Management Policy.
- To assist at College enrolment/promotional events/induction/open evenings as required (which will entail occasional attendance for which time off in lieu will be agreed)

Our STARS framework:

- **Standout -** we will stand out. We are a good education group with outstanding features. Keen to innovate, we create social value and push the boundaries to achieve more.
- **Teamwork -** we are a team. Together, we get the job done. Together we achieve our goals. It's everyone's job to step in and help.
- **Accountable** - we own our actions. We take responsibility. We are accountable for the decisions we make and how these affect others. We own this.
- **Respectful -** we respect everyone- full stop. Diversity is valued, and we maximise this as a talent and strength.
- **Striving** - every day we strive to be better. To achieve more. To continuously improve in all that we do. Individually, and as a group.




LONDON SOUTH
NHSE

How to Apply

To see all our roles and to apply now visit careers.lsec.ac.uk

LONDON SOUTH EAST COLLEGES

Part of

Elevare® CIVIC EDUCATION GROUP