

September 2024

Dear Applicant,

Thank you for your interest in the role of Communications Officer at The Bell Foundation. This is an exciting time to join our organisation, as we launch our new strategy from 2025 – 2030. Our Communications Officer plays a pivotal role in supporting the implementation of The Foundation's Communications Strategy, which is strongly underpinned by our efforts to put a face to our training and policy influencing work.

This is an exciting opportunity for an all-round communications professional with superb writing skills who relishes in repackaging and tailoring content in relevant formats for target audiences. We are looking for a confident team player; someone who can bring in new ideas and innovation to our communications and contribute to the organisation's impact, and who is motivated by our charitable vision, mission, values and areas of work.

The Bell Foundation was established in 2012 and over the last decade has grown significantly and is now recognised as an expert in English as a Second or Additional Language. Our vision is to create opportunities, change lives, and overcome exclusion through language education. We are delivering this vision through two different strategic programmes, targeting children with English as an Additional Language (EAL), and adults who speak English as a Second or Additional Language (ESOL). Through our work we aim to achieve system change to enable better outcomes for many vulnerable groups who use English as an additional language, including women who have been trafficked, prisoners, victims of domestic abuse, unaccompanied asylum-seeking children, refugees, adult asylum seekers, children from economically disadvantaged backgrounds, and migrant workers at risk of exploitation.

The Foundation is located at the prestigious Bell language school, on an attractive spacious green site with parking. This is a full-time role and we offer a hybrid working model.

The Foundation is committed to ensuring all staff are empowered to contribute fully to our work and the Foundation strives to ensure equity and fairness throughout the organisation. We support equality of opportunity and promote an inclusive culture. We also welcome and encourage applications from those with lived experience of speaking another language including being a refugee or former asylum seeker.

I hope this pack gives a flavour of our work and the role. Instructions on how to apply are available there as well. I look forward to hearing from you.

Yours sincerely



Maria Gili

Head of Communications

About The Bell Foundation

We work to overcome language barriers for people who speak English as an Additional Language in [schools](#), [adult learning settings](#), and the [criminal justice system](#) in the UK.

Our vision

Creating opportunity, changing lives, and overcoming disadvantage through language education.

Our mission

To achieve our vision, we work with partners on innovation, research, training and practical interventions. By generating and applying evidence, we aim to change practice, policy and systems for children, adults and communities in the UK disadvantaged through language.

Values

- We are independent and impartial with no political affiliations.
- We are authoritative and rigorous in our approach and present clear and balanced evidence.
- We work in partnership with others.
- We champion practical solutions to problems.
- We believe in diversity, valuing difference and tolerance.

Find out more about our work by exploring:

- Our [Annual Report](#)
- Our website: bell-foundation.org.uk



The Bell Foundation offers the following benefits:

- 25 days' annual leave per year plus 8 public holidays.
- Pension scheme:
 - 5% employee/employer matching contributions.
 - Employees can also choose to make their pension contributions via salary sacrifice.
- Options to buy /sell annual leave.
- Dental plan.
- Free eye tests.
- Life assurance scheme.
- Tech scheme.
- Cycle to work scheme.
- Health Assured Employee Assistance Plan.
- Free car parking on-site (Cambridge).
- Subsidised canteen on-site (Cambridge)

How to apply:

To find out more about this position and how to apply, please get in touch and share your CV with Sarah Dean at sarah@premierresourcing.co.uk.

The deadline for applications is 5pm on Friday 11 October.

First interviews will be held on Thursday 17 October (virtual)

Final interviews will be held on Monday 28 or Tuesday 29 October (in person in Cambridge).

Job description

The Foundation is committed to ensuring all staff are empowered to contribute fully to our work and the Foundation strives to ensure equity and fairness throughout the organisation. We support equality of opportunity and promote an inclusive culture.

We welcome applications from all backgrounds, across all protected characteristics and socio-economic status and particularly encourage submissions from those with lived experience of speaking another language.

| Communications Officer | |
|------------------------------|---|
| Job Title | Communications Officer |
| Organisation | The Bell Foundation |
| Reports to | Head of Communications |
| Salary | £35,948 – £40,647 |
| Location | Hybrid, Cambridge |
| Contract | Full time. Permanent. |
| Role Purpose | <p>This role will be pivotal in executing the Foundation's Communications Strategy as well as delivering communications-related activities and outputs in relation to our policy and influencing work.</p> <p>The role will be key in building awareness of the Foundation's expertise, maximising audience reach, as well as driving engagement with assets and participation in events.</p> |
| Main Responsibilities | <p>Public policy and strategic communications</p> <ul style="list-style-type: none">• Identify opportunities to expand our reach further within our warm audiences and to attract new/ stretch audience segments in line with our influencing plans. Develop, maintain and update stakeholder mapping and personas including how to optimise reach and engagement.• Support on liaison and relationship building with key media contacts in trade and mainstream media.• Produce content (blogs, briefings, articles) related to our policy and influencing work, ensuring it is tailored to the relevant audience, is |

accessible and SEO-friendly, and achieves wide dissemination and engagement.

- Create engaging content from existing policy briefs, responses and research.
- Lead on content creation about our policy and influencing work for the Foundation's social media platforms and support the creation of other content as needed.
- Convene roundtables and other influencing events in line with the influencing strategy and to achieve agreed policy objectives.
- Capture case studies, quotes, and user voice in order to demonstrate how our work is changing lives.
- Collaborate and network with communications staff counterparts in partner and grantee organisations as required.
- Regularly monitor mainstream and trade media coverage, other sector updates, and citations of Foundation research; and report to the wider team on stories and developments of relevance to The Foundation's work and related influencing opportunities.

Generic communications

- Oversee the production of Foundation and partner organisation materials (e.g. resources, flyers, research reports), ensuring that content is accurate and compelling, design is accessible and appealing, and final product is good value for money.
- Manage multiple communications projects – diarise deadlines, liaise with colleagues and external agencies, and ensure projects are completed within deadlines and budgets.
- Compile The Foundation's Annual and Impact Reports from collated data and input by the rest of the team.
- Provide quality control support for internal teams by proofing and editing content that adheres to our house style (e.g. blogs, website updates and best practice articles).
- Be a brand guardian - ensure all Foundation external communications and references to the Foundation by partners are in line with the house style, brand guidelines and key messaging.
- Identify opportunities for Foundation staff to speak at external events.
- Ensure diversity, equity and inclusion is embedded in all Communications work.
- Support the Head of Communications and Office and Data Coordinator during the implementation, training and embedding of a new CRM. Identify potential further developments to ensure the CRM meets the Foundation's current and future needs.
- Work with the rest of the Communications team to ensure website content is kept up to date, fresh and relevant to audiences, as well as identify opportunities to improve user journeys.

Data Protection

- Comply with the Foundation's systems to ensure compliance with all current charity, data protection, including the GDPR, equalities, safeguarding and other laws and regulations in relation to all aspects of the charity's activities and specifically in relation to digital activities.

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| | <ul style="list-style-type: none"> Keep up to date with relevant legislation, such as copyright laws and data protection, and on best practice within the charity sector in relation to changes to communications legislation and codes of practice. <p>Other Duties</p> <ul style="list-style-type: none"> Provide support to the Head of Communications as required. Provide out of hours cover for media and social media as required. Prepare papers for the Board and Programme Committee as appropriate. |
| General | <ul style="list-style-type: none"> Maintain full manual and electronic records and audit trails. Adhere to all statutory regulations and to The Bell Foundation policies and procedures. Protect at all times the confidentiality of information handled within the remit of the post. Promote and safeguard the welfare of children and young persons you are responsible for and come into contact with. A DBS check will be requested in the event of a successful application. Work irregular hours, including occasional overnight stays and travel within the UK as required. Undertake other duties commensurate with the post, which the Foundation deems appropriate. |

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| Compiled by | Maria Gili, Head of Communications |
| Date | September 2024 |

This job description is not to be regarded as exclusive or exhaustive and does not form part of your contract terms. It is an outline of the post holder's areas of activity and responsibility and, like all such documents, will be amended from time to time, in the light of the changing needs of The Bell Foundation.

Person specification

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| Job Title | Communications Officer |
| Organisation | The Bell Foundation |
| | ESSENTIAL |
| Experience | <ul style="list-style-type: none"> Experience of working in a comparable role within the charity sector or education, with a proven track record of successful communications across a wide range of disciplines and platforms. Experience of working in a comparable role delivering communications to influence policy at local, regional and national level. Experience of efficiently and accurately analysing complex information in a clear and concise manner for written materials and for different audiences Experience of evaluating and analysing the impact of communications, identifying opportunities, and making and implementing recommendations. Experience of maintaining effective digital systems including Content and Customer Management Systems (CRM and CMS), email marketing |

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| | <p>and online platforms (Twitter, Facebook, LinkedIN, Eventbrite, Mailchimp).</p> <ul style="list-style-type: none"> • Experience of working with MS Office, including Outlook, Word, Excel and PowerPoint. • Experience of project management. • Experience of day-to-day relationship management with external partners and suppliers, and communications budgets. • A commitment to the Foundation’s vision, mission and values |
| Personal Skills/Qualities | <ul style="list-style-type: none"> • Excellent written communication skills, including writing content for different media (website, press releases, emails to key stakeholders). • Ability to absorb and convey complex issues succinctly, in an accessible format, and tailored to different internal and external audiences. • Excellent verbal communication skills in order to present compelling and persuasive cases to, and achieve buy-in from, external stakeholders, team members, the senior management team and Trustees. • High standard of accuracy and attention to detail. • Able to multitask and to work at pace to meet tight deadlines. • Time management, organisation, project management and budgetary skills are essential to bring projects in on time and in budget, as well as the ability to effectively plan ahead. • Strong interpersonal skills, confidence and the ability to work, communicate and listen effectively at all levels internally and externally with partners and senior stakeholders. • Proactive, solution-focussed, innovative and self-motivated individual with a can-do attitude, able to think laterally and creatively about opportunities and projects. • Able to work both on own initiative and as part of a team. • Excellent communications skills and knowledge of current and future trends. • Excellent numerical skills with the ability to understand and and analyse data. • Full understanding of GDPR regulations and their impact on Communications, as well as integrity and discretion over confidential information. |
| Special Requirements | <ul style="list-style-type: none"> • Occasional out of hours working may be required including occasional overnight stays and travel within the UK and providing media and social media cover. • The location is Cambridge with a hybrid arrangement. There will also be a requirement to attend the Cambridge office for induction, and team meetings. • We can only accept applications from those who have the right to work in the UK. |
| Compiled by | Maria Gili |
| Date | September 2024 |