

Job Title: Corporate Communications Manager
Location: Aspire House, Eastleigh
Working Hours: Flexible depending on your circumstances. 37 hours Full Time.
Working Pattern: Hybrid working. Weekly office meeting on Wednesdays.
Salary: £48,407 per annum FTE

Vocational Training Charitable Trust (VTCT) is the UK's market-leading specialist vocational and technical Awarding Organisation (AO) and End-Point Assessment Organisation (EPAO) for hair, beauty, aesthetics and complementary therapies as well as a number of qualifications in sports therapy, fitness, and learning and development. Our qualifications are delivered under three brands: VTCT, iTEC and Skillsfirst, covering over 2,500 centres worldwide with over 120,000 learners and apprentices every year.

We are always looking out for exceptional talent to join us; so if you are passionate about education and want to work in a vibrant environment with people who believe in our mission to advance education for the public benefit, please apply and support our charitable objective; the advancement of education in the UK and internationally.

Apply to join the dynamic new marketing team and you lead the VTCT group in the corporate campaigns helping to build the external perception of VTCT group. This role is responsible for the design, development and delivery of three key areas:

- the inaugural VTCT group Excellence Awards from concept to finish, involving leading figures in skills and training sector from secretary of State to ex-care home young people starting their career journey
- our new Impact/Annual Review that will be submitted to the Charity Commission and T-Level stakeholder engagement
- our first 'Insight Guide: Inclusive by Design' co-authored with NCFE and the Black FE Leadership.

This role is ideal for an experienced individual who would like flexibility as we can consider various working arrangements.

Our core values can be found on our website: https://www.vtct.org.uk/wp-content/uploads/2022/05/Strategy-2021_v0.25-FINAL-1.pdf

Benefits *(Please enquire if you would like more information about these before you apply):*

- 26 days annual leave, rising to 27 after 2 years. With an extra day for your birthday
- Life assurance 4* salary
- Flexible working arrangements
- Enhanced sick pay benefits and enhanced pension contributions
- Retail discount offers
- Cycle to work scheme
- Employee assistance programme
- Wellbeing initiatives and support
- A vibrant array of social opportunities
- Free parking, free tea and coffee and free fruit!
- Healthcare services worth up to £1,400 and access to 24/7 GP services
- Regular massages for office staff
- Wide array of training and development opportunities.

Principal Responsibilities include *(Full job description is available upon request):*

- Develop and deliver communications as required for Chief Executive Officer and Chief Marketing Officer for key stakeholder and policy maker events and meetings
- Conceptualise and implement strategies, for key audiences, working closely with the Chief Marketing Officer and Corporate Leadership Team
- Develop a strategic approach to how VTCT could engage more meaningfully with key audiences, exploring innovative approaches to develop stronger relationships
- Create key strategic campaigns for VTCT Excellence Awards, Our Impact/Annual Review and our 'Insight Guide' co-authored with NCFE and the Black FE Leadership group. This includes developing a project plan, inviting all the speakers, liaising across VTCT departments to ensure they are active participants as well as leading the event design and email pre and post comms, where required
- Work collaboratively with all levels of staff throughout VTCT.

Essential Criteria *(as part of our commitment to support people with disabilities, anyone with a registered disability who meets this criteria will be offered an interview. Please make us aware if this applies to you):*

- Educated to degree level or equivalent professional experience
- At least five years' experience in communications, PR, brand or marketing agency or complex, stakeholder environment
- At least five years' experience of cross channel media including offline and digital
- Exposure to charity organisations and communications is helpful as is the understanding of communicating with field-based teams
- Strong communication skills when coping with challenging situations are integral to business function
- Pro-actively working with people throughout a business and various external agencies for the benefit of the wider institution.

Desirable Criteria:

- Chartered Institute of Marketing (CIM) qualified or Institute of Practitioners of Advertising (IPA) qualified or substantial demonstrated experience in the theory and practical implementation of demand-based marketing and communications
- Examples of where you have demonstrated innovative thinking
- Good understanding of the further education policies, practices and procedures.

Please submit your CV and a covering letter (optional) to recruitment@vtct.org.uk to start the application process. Once you have applied will we get in touch after the advertising has closed let you know if you have been shortlisted for interview. If you are not contacted after this time you should assume you were not successful this time; we cannot give feedback on this due to the volume of applications.

Application closing date: 3rd October 2022

Interviews for this role are ongoing throughout the application timeframe and beyond. If a suitable applicant is found we reserve the right to close this advertisement early.

The group of VTCT companies includes: the charity VTCT through which main Board business and governance is transacted; Skillfirst; and EMS Ltd, t/a ITEC, a wholly owned trading subsidiary of VTCT.