

# Role and person profile

Post title:	<b>Engagement and Communication Lead</b>	Location:	<b>Manchester/Guildford</b>
Division:	<b>Qualifications and Markets</b>	Department:	<b>QPPOP</b>
Reports to:		Responsible for:	
Scale:	<b>7</b>	Permanent/FTC/Temp:	<b>FTC</b>
Post no:			

## Section 1 – Accountabilities

### Main role purpose:

1. The role has a key focus on enabling employees within Q&M to adapt effectively to change, and delivering sustainable change management activities that support the design and implementation of the Question Paper Production Optimisation Programme.
2. This role will also be critical in supporting a programme of change across our community of senior associates, who work with us to produce question papers, in response to regulatory changes introduced this year.
3. Lead, develop and implement an effective communications and engagement plan to support the achievement of the programme’s strategic objectives.
4. Ensure effective engagement with all relevant audiences through all appropriate channels and ensure all communications are appropriately tailored to the audience and reflect AQA values.
5. Provide tactical advice, guidance and support to colleagues across the organisation on communication and engagement activities aimed at employees and our associates (examining community).

Key result areas	Outcomes
<b>Customer (external or internal)</b> Trusted and reliable: build AQA’s reputation and influence	Develop and lead on delivering an employee and associate communications and engagement strategy that engages employees and associates in a two-way dialogue and meets strategic goals.
	Coordinate activities across programme work-streams to ensure that communication and engagement activities are planned and aligned effectively and delivered to quality standards.
	Drive and support the delivery of communications, including creating and designing content and sharing it through appropriate channels.
	Work proactively and in partnership with colleagues across Q&M by advising and guiding on, and helping deliver activities which foster engagement and reflect our values and behaviours.
	Lead on the planning, delivery and evaluation of internal events such as briefings,

	roadshows.
	Develop and support a network of colleagues with responsibility for communications and engagement, to help raise the quality, consistency and co-ordination of our communications.
	Provide advice and guidance on the associate communications and engagement strategy in order to develop a greater experience for the community.
	Demonstrate commercial flexibility by undertaking other responsibilities which are of a commensurate level as business needs change.
<b>People and culture</b>	Develop, and collaborate with, colleagues across the business to help create a culture that enables effective and transparent communication and engagement.
	Produces high levels of performance from others by modelling leadership behaviours with confidence and providing clarity, challenge, feedback, coaching and development in line with business objectives.
<b>Finance</b> Sound financial management and a robust asset base	Ensure projects are delivered to and expenses kept within budget, and that we get value for money on our expenditure at all times.
	Ensures that the team's spend-tracker is kept up to date.
<b>Internal processes</b>	Develop and follow internal processes for creating and circulating associate communications and engagement pathways.
	Work across the programme team to ensure that the appropriate communication channels used reflect and promote our values and behaviours.
	Completes a Child Safeguarding Declaration in line with the AQA Child Protection Policy should there be a requirement to visit our customers, including schools and colleges.
	Ensures AQA is safe and legally compliant by applying AQA's policies and other legislative requirements including but not limited to HSE, Equal Opportunities and ISMS.

### Complexity/decision making:

- Managing and developing employee and associate communication and engagement channels to meet business needs.

## Section 2 – Key relationships and performance

### Key internal relationships:

- Head of Customer and Associate experience
- QPPOP team
- Associate Steering Group
- Associate Resource Management
- Qualifications and Markets business area
- Communications team
- People Group

## Section 3 – Person profile

Knowledge	Assessment
A broad understanding of the context in which AQA operates and its main stakeholder and customer groups	A/I/P
Extensive knowledge and experience of the full range of communication channels and how they contribute to successful engagement.	A/I/P
Working knowledge and competence across a range of digital programmes, including content management systems, HTML newsletters, Microsoft Suite and Adobe Creative Suite.	A/I/P
Qualification	
Educated to degree level or equivalent relevant work experience	A
Skills	
Excellent written and oral communications skills, with the ability to articulate complex issues with clarity and precision, and create simple and compelling audience-focused messages.	A/I/T/P
Ability to synthesise information and think creatively, turning business information into succinct, relevant and engaging content for various channels, while adhering to AQA's house style and tone of voice.	A/I/P
Demonstrates creative flair to ensure the design elements of any content, materials and collateral engages users and adheres to AQA's visual guidelines	A/I/T/P
Strong influencing and negotiating skills with the ability to work collaboratively with and through others and challenge appropriately when required	A/I/P
Ability to think strategically and translate strategies into workable plans as well as implement and deliver them	A/I/T/P
Ability to understand the organisation and communication needs of colleagues at all levels	A/I/T/P
Ability to interpret statistical data and recommend business improvements	A/I/P
Excellent interpersonal communications skills, with the ability to listen and empathise	A/I/P
Strong coaching skills and able to develop communication and engagement techniques and skills in others	A/I/P
Acute attention to detail and consistency – with excellent proof reading skills	A/I/T/P
Strong project and time management skills, capable of planning and delivering multiple projects, on time and to budget	A/I/P
Deals tactfully and discreetly with sensitive and confidential matters	A/I/P
Experience	
Extensive experience of developing and delivering employee and business transformation communications, including campaigns and plans	A/I
Experience of supporting change within a complex and geographically dispersed organisation	A/I
Has proven track record of developing and managing internal communication channels, including intranets, newsletters and staff events.	A/I
Has demonstrable experience of working across multiple teams to elicit successful outcomes.	A/I
Has demonstrable experience of communicating and engaging contracted colleagues	A/I
Has a proven track record of creating engaging and on-brand content for the web and other channels – copy and design.	A/I

<b>Behaviours</b>	
Communication – gets the best out of others through excellent people skills	<b>I/P</b>
Flexibility – develops and leads better ways of working	<b>I/P</b>
Customer focused – puts the customer the centre of all we do	<b>I/P</b>
Personal contribution – takes responsibility for being the best they can be	<b>I/P</b>
Continuous excellence – makes excellence our standard	<b>I/P</b>
Assessment key (criteria to be assessed at the selection stage) <b>A</b> – application (it is <b>essential</b> to provide evidence on application for shortlisting purposes) <b>I</b> - interview <b>T</b> – test (or work sample) <b>P</b> – probation	