

Role Profile: Group Communications Executive

Purpose

- The Group Communications team manages, protects, and improves Cognita's reputation by delivering corporate and brand assets, public relations, internal communications and crisis communications support, as well as managing our owned corporate channels.
- The Group Communications Executive works closely with the Group Communications Manager and Head of Group Communications to deliver strong communications campaigns and support to help meet the organisation's strategic objectives.

Reporting to: Group Communications Manager

Department: Group Communications

Key Accountabilities

- **Social Media Management:**
 - Assist with planning, scheduling, and posting engaging content across various social media platforms (LinkedIn, Instagram, Facebook, YouTube),
 - Create simple graphics and basic video editing for social media using design tools (e.g., Canva).
 - Monitor social media channels daily, respond to comments, and engage with our community.
- **Website Management:**
 - Work with Group Comms Manager to update our corporate website and intranet content regularly, ensuring accuracy and relevance.
 - Liaise with schools to gather and refresh content as needed.
- **Internal Communication:**
 - Support with building, translating (with regional support) and distributing our global internal newsletter, *The Cog*, using tools such as Mailchimp.
 - Support with uploading and posting content on our new internal communications platform (coming soon).
- **Content Gathering, Planning and Organisation:**
 - Support the development of content calendars in line with our strategic goals and communications strategy.
 - Gather content ideas for internal and external communications
 - Organise and maintain photo libraries, team folders and relevant assets for sharing
 - Translate content and add subtitles to videos and written materials, checking for accuracy.
 - Signpost relevant brand guidelines and assets to colleagues when required
- **Analytics**
 - Monitor and analyse our performance, such as user traffic and engagement data across our digital channels and communications campaigns.
 - Provide regular reports to illustrate our analytics and wider industry/competitor trends.
- **Administrative Tasks:**
 - Process invoices and contracts related to Communications activities.
 - Schedule meetings and liaise with suppliers where necessary.
 - General additional support for the day-to-day working of the Group Comms Team.

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Person Specification

	Essential	Desirable
Skills and attributes	<ul style="list-style-type: none"> • Excellent verbal and written communication skills, with an aptitude for detail and a high level of accuracy • Highly organised, with effective time management and prioritisation skills. • Strong interpersonal skills and the confidence to work independently. • A team player with growth mindset • Proficient in Microsoft Office and design tools such as Canva (or equivalent). 	<ul style="list-style-type: none"> • A demonstrable interest in the education sector • Familiarity with media monitoring tools (e.g., Vuelio), email marketing platforms (e.g., Mailchimp), and basic web or analytics tools (e.g., Google Analytics). • Basic design, video editing and/or animation skills (e.g., using Canva, Adobe Express, or similar).
Qualifications	<ul style="list-style-type: none"> • Degree level qualification 	<ul style="list-style-type: none"> • Degree or certification in communications, marketing, design, journalism, or a related field.
Experience	<ul style="list-style-type: none"> • This role would suit a recent graduate or someone with 1–2 years of experience seeking to develop their communications career within a global organisation. • Some experience (e.g. internship, placement, freelance, or entry-level role) involving content creation, communications, marketing, or social media. 	<ul style="list-style-type: none"> • Experience working within a communications, PR, or marketing function — ideally in an organisation with multiple teams or regions. • Experience using social media and digital content tools in a professional context.

Key Stakeholders:

Cognita – Colleagues across Cognita schools and in our group, regional and country teams

External – Partners, suppliers and interested stakeholders

The Key Accountabilities listed above are not exhaustive and may be varied from time to time as dictated by the changing needs of Cognita. In this case, any significant changes or variations will be consulted with the post holder before undertaking these responsibilities.

To be signed and dated by employee:

Signed:

Name (print):

Date:

