

private & confidential

Role Description - Century



Communications and Content Manager

For further information please contact:

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Job Title:	Communications and Content Manager
Reporting To:	CEO
Salary:	£45,000 - £55,000
Location:	London
Website:	<u>http://www.century.tech/</u>

Communications and Content Manager

We are committed to creating advanced technology that provides every individual with a top-tier education and helps teachers work smarter not harder.

- We understand that every student learns in a different way and deserves an educational journey tailored to suit their needs.
- We believe teachers are most valuable when they focus on teaching students, rather than wading through paperwork.
- We know the importance of real-time data, which enables educators to respond to students' needs.

So in a nutshell CENTURY provides teachers with detailed insights into their students' learning so less time is spent on marking, data entry, and reporting. We enable educators to make informed decisions about their students to create maximum impact.

Job Purpose

To help drive and manage CENTURY's media profile, support its external content strategy, and build their reputation as the world's leading authority on AI in Education.

Key Responsibilities

- Manage and prioritise media enquiries in a timely, accurate and sensitive way.
- Produce high quality press releases, articles and statements
- Produce media relations campaigns for key projects which generate positive and widespread media coverage
- Manage the editorial scheduling, including writing highly readable articles about often very technical subjects
- Develop good relationships with journalists (trade, national and broadcast) and key peer groups
- Support events and conferences including preparing media briefings, ensuring journalist attendance and hosting journalists on site
- Brief and advise senior colleagues, including the CEO, on media issues; including on how to respond to media enquiries on high profile issues or crises
- Responsibility for writing or editing content and ensuring output reflects our values and vision
- Shared responsibility for maintaining and delivering regular newsworthy and topical blogs and website and social media output. Liaising with colleagues as necessary

- Put processes in place to ensure all opportunities are exploited
- Draft and edit articles and blogs to appear under the names of senior staff, including the CEO
- Liaise with marketing over production of publications

Essential experience

- Minimum three years' experience in a busy press office environment, in-house or agency side, and used to working under pressure
- Ideally a background or degree in journalism
- Proven ability building reputation through proactive media relations
- Can use time and resources effectively to prioritise and plan a heavy workload.
- Experience of translating complex information into newsworthy, comprehensible, content for media.

Key skills and experience required

- Familiarity with education and/or technology sector and media
- A self-motivated team player with a strong work-ethic
- Ability to work autonomously, manage projects and meet deadlines
- Ability to think beyond the moment and consider how future scenarios might affect current responses
- Strong stakeholder management skills and personally credible with a professional demeanour that generates the trust and confidence
- Ability to work well in a small team
- Excellent writing skills and impeccable attention to detail
- Ability to think clearly and calmly under pressure