

COMPETENCIES	KEY TASKS	KEY PERFORMANCE INDICATORS
Communications Direction	<p>Provide leadership to Laidlaw’s messaging, including promotions, internal communications, and brand identity.</p> <p>Regularly update Laidlaw’s communications strategy and manage its implementation.</p> <p>Lead the communications team.</p> <p>Liaise with College leadership, and internal and external stakeholders, to ensure Laidlaw’s message is well understood and represented.</p>	<ol style="list-style-type: none"> 1. Communications strategy is developed in consultation and implemented in a timely, efficient and effective manner. 2. Leads team effectively as indicated by delivery to targets and feedback from staff. 3. Laidlaw’s audience continues to hear and connect with our messaging, as evidenced by all tracked communications metrics. 4. Laidlaw’s wider team understand, can articulate, and own the messaging of the College, as evidenced by internal engagement tracking.
Creative Design	<p>Collaborate with the Senior Leadership and Communications Team to ensure that Laidlaw’s visual brand represents the College well to its diverse communities and markets.</p> <p>Ensure that the brand develops and is consistently applied across the College.</p> <p>Design new brand elements, templates and collateral.</p>	<ol style="list-style-type: none"> 5. Design projects are delivered on time. 6. Design reflects Laidlaw’s brand, mission, vision and ethos, as evidenced by stakeholder feedback.
Website and Social Media	<p>Manage the Laidlaw College website(s), including updating content, overseeing design and managing the CMS and relevant integration of other systems.</p> <p>Manage Laidlaw’s social media presence, including presenting the College’s messages well, and interacting with audiences.</p> <p>Working with the wider Communications Team to develop and implement a social media strategy that is represented across all our contexts.</p> <p>Oversee Laidlaw’s mass email communications, including internal notices, events and other promotions.</p>	<ol style="list-style-type: none"> 7. Laidlaw’s website serves the College’s communications strategy as evidenced by key audience and engagement metrics. 8. Laidlaw’s social media presence serves the College’s communications strategy as evidenced by key audience and engagement metrics. 9. Laidlaw’s email communications serve the College’s communications strategy as evidenced by key audience and engagement metrics. 10. Laidlaw’s electronic communications reflect the

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		<p>College's brand, mission, vision and ethos, as evidenced by stakeholder feedback.</p>
<p>Print and Publishing</p>	<p>Design and layout for all College marketing and events collateral.</p> <p>Design and layout for key internal documentation, including academic handbooks, strategic and quality management documentation, and internal communications.</p> <p>Design and layout for all other print communications to stakeholders, including newsletters and alumni communications.</p> <p>Manage print and publishing processes to ensure that high quality, timely collateral is available within agreed budgets.</p> <p>Oversee all other college print publications, including academic outputs, and educational materials.</p>	<ol style="list-style-type: none"> 11. Print and publishing projects are delivered on time. 12. Print and publishing projects reflect the College's brand, mission, vision and ethos, as evidenced by stakeholder feedback.
<p>Development and Relationships</p>	<p>Manage Laidlaw's CRM systems and databases.</p> <p>Work to expand Laidlaw's relational database to facilitate communications with churches, schools, alumni, and other stakeholders and communities.</p> <p>Work with the College Leadership and others to ensure that donor relationships, including alumni, legacy donations and major donor relationships are growing.</p>	<ol style="list-style-type: none"> 13. Laidlaw's databases are kept up to date and used effectively, as evidenced by key engagement and audience metrics. 14. Laidlaw's communications audiences are growing and tracked. 15. Laidlaw's fundraising meets targets.