

SIGNATURE JOB DESCRIPTION



JOB TITLE	PR and Communications Executive		
JOB NO. / ID	MAR06	DATE LISTED	08/26
GRADE	2	SALARY	£26,000
JOB LOCATION	Durham office - Hybrid		
WHO WE ARE	At Signature, we are proud to be recognised as the leading awarding body for deaf communication and language qualifications in the UK. Signature became an independent organisation in 1982 to promote and teach British Sign Language (BSL), since then we have supported more than 500,000 people to learn British Sign Language. We have also had thousands of other learners who have completed other deaf communication and language qualifications with us.		
	We are passionate about creating qualifications that provide our learners with the skills they need to build successful careers. As a charitable organisation, we work tirelessly to improve communication, by creating learning opportunities for every stage of life.		
	Joining Signature means being part of a supportive team that works tirelessly to ensure no one is left behind. We invest in our employee’s growth and development, providing opportunities to learn, improve, and ascend in their careers.		
	This role will be located in our Durham office, with the option of hybrid working in line with our hybrid working policy.		
	Our Vision: At Signature, we aspire to create an environment where every team member feels proud, valued, and respected. Our people are empowered to use their unique skillsets, supported to achieve their best, and motivated to contribute meaningfully to our mission of promoting British Sign Language (BSL) and making a difference in society. We believe that by fostering a culture of continuous improvement, trust, and collaboration, we can achieve excellence and ensure no one is left behind.		
ABOUT THE ROLE			
SERVICE LINE / DEPARTMENT	Marketing	REPORTS TO TITLE	Marketing and Product Manager
FULL OR PART TIME ROLE	Full Time	HOURS PER WEEK	37
PURPOSE OF THE ROLE	The purpose of the role is to support Signature to enable a world where everyone		

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	communicates seamlessly, and inclusivity is the norm and where BSL is widely known and used The PR and Communications Executive plays a crucial role in helping Signature achieve its mission by promoting the importance of British Sign Language (BSL) and raising awareness of the organisation's impact. This is an exciting role where you will be responsible for driving the growth of the Signature brand, ensuring that its purpose resonates with diverse audiences. Through strategic campaigns, partnerships, and targeted communication, the PR and Communications Executive supports the Marketing and Product Manager in enhancing Signature's visibility, attracting new learners, and strengthening relationships with the community, supporting both Signature's growth and the broader goal of creating an inclusive, BSL-aware society.
KEY RESPONSIBILITIES	As the PR and Communications Executive you will: > Lead the creation, delivery, and evaluation of Signature's PR and communication strategy, ensuring measurable objectives and reporting outcomes to senior leadership. > Work with the marketing team on the development and implementation of Signature's marketing strategy working towards our strategic objectives for growing the Signature brand. > Act as the main point of contact for media relations, proactively pitching stories and securing coverage that aligns with organisational goals. > Responsible for all external communications, making sure all comms are consistent with our brand tone. They will also manage the Communications calendar. > Take responsibility for marketing communication budget, working within the overall marketing budget. > Lead on the work with the Digital Marketing Executive to maximise any media innovation opportunities, making sure they are aligned to strategic objectives. > Develop partnerships across the sector, as well as wider organisations to deliver on the communication and marketing strategy. > Create written and visual content for social media and our websites including creating new copy for web pages, updating graphics and banners. > Responsible for the creation of publication materials, to promote Signature and British Sign Language. > Own and manage our internal communications strategy in line with the people strategy delivering key messages and meeting targeted objectives.

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	> Lead on our 12-month rolling strategic events plan. This includes planning, attendance and communication on all internal and external events, providing post-event evaluation. > Keep up to date with changing trends by scanning the external environment and make recommendations for improvements to processes and procedures. > Assist with the creation, scripting, recording and editing of support and assessment materials. Including working with external stakeholders. > Carry out any other duties that may reasonably be expected of the postholder.
EXPECTED SKILLS, APPROACH AND EXPERIENCE	> Strong initiative, drive and enthusiasm. > Flexible and adaptable. > Creative, dynamic and innovative. > Good general administration and organisational skills. > Effective and efficient time management. > A positive team player with the ability to think and act on one's own initiative. > Excellent interpersonal skills, able to deal with people at all levels. > Excellent oral and written presentation skills, specifically written English. > A high level of proof-reading accuracy and attention to detail. > The ability to analyse statistical data and collate complex information. > Ability to work under pressure and meet deadlines
EXPECTED QUALIFICATIONS	Expected > General education levels to GCSE/O and A level or equivalent. > Working towards or educated to Degree level or equivalent. Desirable > Marketing, branding and PR experience in a small to medium organisation. > Understanding of deaf and disability issues and the issues facing providers in the not for-profit sector.
WHY US?	Joining our team means becoming part of a vibrant community dedicated to promoting accessibility and inclusivity. You'll engage in meaningful projects that raise awareness and advocate for Deaf culture, while also enhancing your understanding of diverse communication methods.

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	We are passionate about promoting British Sign Language (BSL), and we start with our team by offering all staff the chance to gain Deaf Awareness and BSL Level 1 qualifications. Work-life balance is important to us, that is why at Signature you can enjoy the benefits of hybrid and flexible working, along with generous annual leave allowance. We prioritise the wellbeing of our team with regular company development and team-building days, as well as dedicated wellbeing days throughout the year. Together, we can make a significant impact, breaking down barriers and enriching lives through education and support.		
CAREER DEVELOPMENT	Signature nurture talent by providing opportunities for personal development and upskilling, allowing you to grow and develop as an individual. We offer a support environment where you will be given every opportunity to utilise your skills and maximise your potential.		
SIGNATURE EQUAL OPPORTUNITY EMPLOYER	Signature is committed to creating a diverse environment and is proud to be an equal opportunity employer. We encourage applications from all suitable candidates regardless of age, disability, gender identity, marital status, race, faith or belief, or sexual orientation.		
INTERNAL ONLY			
JOB DESCRIPTION SIGNED		DATE ISSUED	