



# **ROLE PROFILE**

**SOCIAL VALUE &  
COMMUNICATIONS  
PLACEMENT STUDENT**

**LANDMARC**

## ROLE PROFILE

### SOCIAL VALUE & COMMUNICATIONS PLACEMENT STUDENT

**LOCATION:** WESTDOWN CAMP, TILSHEAD

**REPORTING TO:** HEAD OF COMMUNICATIONS & ENGAGEMENT

#### Summary of Role

The Social Value and Communications Placement Student will support the organisation in capturing, reporting and communicating the social value it creates through the delivery of support services across the UK Defence Training Estate. The role will involve helping to gather evidence of social impact, contribute to social value reporting and translate data and achievements into clear, engaging communications for internal and external audiences.

Working closely with colleagues across the business, the placement student will support a range of communications and PR activity, with a particular focus on showcasing social value achievements through reports, case studies, digital content and communication materials. This role offers hands on experience in social impact reporting, corporate communications and purpose-led story-telling.

#### Duties of Role

##### Social Value Impact Reporting:

- Supporting the collection, organisation and analysis of social value data and evidence across projects and teams
- Assisting with the preparation of an annual Social Value Impact Report, impact summaries and performance dashboards
- Helping to track social value commitments and achievements against the Landmarc Social Value Strategy
- Supporting the development of case studies that demonstrate social value outcomes and impact

##### Communications and PR:

- Assisting with the creation of engaging content to communicate social value achievements, including news article, case studies, social media posts, website content and internal communications

- Supporting PR activity by helping to identify good news stories, drafting content and maintaining content schedules
- Helping to ensure social value messaging is clear, consistent and aligned with Landmarc's values and strategy

#### **Stakeholder and internal engagement:**

- Working with colleagues across the organisation to gather information, stories and evidence of social value activity
- Supporting engagement with external partners, suppliers and community stakeholders to capture impact and outcomes
- Assisting in coordinating internal communications to raise awareness of social value initiatives

#### **General support:**

- Providing general administrative and project support to the communications team
- Supporting ad hoc communications activities as required
- Contributing ideas and suggestions to improve how social value and impact are measured and communicated

### **Ideal Person**

The following lists detail the ideal person to carry out this role and will be used as the selection criteria during the recruitment process.

#### **What you know:**

- An understanding of, or strong interest in, social value, social impact, sustainability or corporate responsibility
- Awareness of the role of communications and PR in promoting organisational values and achievements
- Basic knowledge of communications channels such as websites, social media, newsletters or marketing materials
- An interest in how data, evidence and storytelling can be used together to demonstrate impact
- Familiarity with Microsoft Office (Word, Excel, PowerPoint)

- Awareness of basic graphic design principles, or experience in using design tools such as Canva, Adobe InDesign, Illustrator or similar

### What you can do:

- Communicate clearly and confidently in writing, with the ability to adapt tone for different audiences
- Organise and present information clearly, including supporting the visual presentation of reports and communications
- Create simple, engaging visual content (e.g. infographics, posters, social media graphics) with guidance and templates
- Work collaboratively with colleagues and stakeholders across different teams
- Manage your time well and balance multiple tasks and deadlines
- Show initiative, creativity and a willingness to learn and contribute ideas
- Approach tasks in a positive, professional and reliable manner

### Prerequisites for employment

- Full driving licence valid in the United Kingdom.
- Complete Baseline Personnel Security Standard – this is compulsory for all personnel who work for Landmarc Support Services Limited as Official Defence Contractors. This includes a Basic Police Disclosure, however, unspent convictions are not necessarily a bar to employment and will be reviewed case by case to ensure there are no risks to the security and integrity of the work completed by Landmarc Support Services Limited.
- National Security Vetting may be required however you will be informed of this requirement during completion of the Baseline Personnel Security Standard.
- Candidates must meet the UK residency requirements to undergo the above (5 years minimum).
- In addition, the successful candidate will be expected to undertake a limited amount of UK travel as project needs dictate.

- The remote nature of some of the Landmarc sites and lack of public transport means that the successful candidate will need access to their own transport.

## Our Values

- Take time to take care of yourself, look out for yourself and others, and stop and step-in if you need to.
- Always do the right thing, not just the easy thing; integrity in all that we do at work and at home.
- Put the customer's needs first, in everything we say, consider or do.
- Promise only what can be delivered; once promised it's a Landmarc commitment.
- Take pride in what you do, you've a lot to be proud of.

## Our Behaviours

- Live Our Values, know what they are and what they mean to you and how they influence what you do, we should believe in them and demonstrate them always.
- Build Relationships, we are a people-business and relationships are the foundation of accomplishment. Take every opportunity to build and strengthen relationships with colleagues, customers and suppliers. Together we are stronger.
- Give Feedback and Recognition, creating an environment in which we openly and thoughtfully give and receive feedback and recognition builds trusting teams. Feedback and recognition also foster a culture of growth.
- Embrace Flexibility, in all that we do and how we do it. Change can come with or without warning and in either case, we must improvise, adapt and overcome to remain relevant to Our Mission.