St Bartholomew’s School



# Job Description

Post: Public Relations and Marketing Officer

Line Manager: Headteacher & Assistant Headteacher: Head of Sixth form

Salary Range: APT&C Scale 18-20

**Principal Responsibility/Job Purpose:**

The post holder is responsible to the Headteacher for managing positive and effective Marketing and Public Relations.

**Principal Tasks:**

**Public Relations:**

* To promote positive press and media coverage relating to St Bartholomew’s School, via media such as: Bartholonews, Twitter, Facebook, school website, school prospectus, course guides, in-house display screens.
* To prepare press releases and draft responses to questions posed by the media.
* To produce Bartholonews, the school’s weekly newsletter.
* To manage the Schoolcomms system.
* To organise and manage key promotional events including Information Evenings, Welcome Evenings and Key Stage 5 Awards Evenings.
* Manage the administration of the School’s website.
* Manage the administration and promotion of the School’s Alumni and produce the termly Alumni letter.
* Taking and storing school photographs in line with the current safeguarding and data protection legislation.

#### Other Duties

The post holder may be required to perform duties other than those given in the job description for the post. The particular duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties of the level of responsibility entailed. Such variations are common occurrences and would not of themselves justify the re-evaluation of a post. In cases, however, where a permanent and substantial change in the duties and responsibilities of a post occurs, consistent with a higher level of responsibility, then the post would be eligible for re‑evaluation.

Signed:………………………………………………………………. Date:…………………………………

Headteacher, Julia Mortimore

Signed:……………………………………………. …………………. Date:…………………………………

Post Holder

St Bartholomew’s School



**Person Specification**

Post: Public Relations and Marketing Officer

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| **Key Criteria** | **Essential** | **Desirable** |
| *Qualifications and Training* | * Good Basic educational standard | * Experience working in Public Relations and/or Marketing * First Aid training |
| *Competence Summary*  (Knowledge, abilities, skills experience) | * First class interpersonal skills * Administrative, database and typing skills including Excel | * Awareness of child protection and bullying issues * Willingness to promote social inclusion policies and practices |
| **Work-related Personal Requirements** | * Can relate to and communicate with a wide range of people * Can use own initiative * Experience in solving problems quickly and adjusting routines to meet priorities * Ensuring ‘task completion’ * Sound organisational skills * Ability to work in a way that promotes the safety and well-being of children and young people * Willing to undertake other training as required | * Willing to undertake first aid training |