JOB DESCRIPTION

Post title: Communications & Marketing Officer

**Responsible to: Head Teacher / School Business Leader**

**Grade: SO1**

**Status: Fixed term contract (2 years)**

**Term-time plus 15 days (0.93 FTE), 36 hours/week**

**(Part time or flexible working considered for the right candidate)**

This post is a term time plus 15 days role requiring the post holder to work throughout the school term time plus 15 additional days during school holidays. The hours of work will be 8:30am – 4:45pm (4:30pm Fri) daily which equates to a 36 hour working week. There will be some periods of school closure during holidays where the post holder will not be able to work (these days are usually specified days in the Christmas holidays and a specified week in the early part of the summer holidays). The post holder will normally be expected to come into school for a minimum of 5 days during the last two weeks of the summer holidays. There will be a need to attend meetings away from the school and outside of normal working hours.

It is expected that the post holder will carry out his/her responsibilities within this framework.

**CORE FUNCTIONS OF THE ROLE:**

To lead on and develop communication and marketing strategies (incorporating both internal and external communications) to positively promote the profile of the School and Sixth Form in order to:

* Foster excellent relationships with parents and the local community
* Increase student recruitment at all points of entry so that the school is popular and oversubscribed (including Sixth form)
* Support the recruitment and retention of high quality teaching and associate staff

To support the School’s Science Learning Partnership (SLP) through the organisation, promotion and management of professional development events to raise standards of Science education in local schools.

To work alongside the Headteacher, School Business Leader and central administration team, to improve communication and sharing of information, to enhance the presentation of the school and to build strong, effective school branding.

**DUTIES AND RESPONSIBILITIES**

The post holder will be expected to:

1. Develop and implement marketing and communication strategies for the School, monitoring and reviewing on an annual basis.
2. To plan and implement market research, interpret results and make recommendations to School Leaders on future marketing actions.
3. To take a lead in ensuring outward communication from the school is accurate, professional and timely including implementing strategies to improve responsiveness to parents and other stakeholders.
4. To design, create and produce a variety of high quality material for marketing and publication purposes to all school audiences.
5. Manage the school website – posting information, creating regular news stories and ensuring all pages remain up to date and DfE compliant.
6. Manage all digital content for the School. This includes social media pages such as Twitter, Facebook and LinkedIn.
7. Develop and manage relations with local and national media to promote the School’s achievements and maximise positive reporting.
8. To organise distribution of promotional materials via a variety of methods to local households, schools and associated partners, organisations and venues.
9. Manage and contribute to all high profile events for the school, for example Open Evenings and public celebratory events.
10. Manage provision of marketing merchandise, promotional material, signs and displays for promotion of the School and Sixth Form at recruitment fairs, exhibitions and open events.
11. Produce high quality PowerPoint presentations, or other media, for use by the Headteacher and other members of the Leadership Team for marketing and promotion use.
12. Manage and develop internal communication including the weekly staff bulletin.
13. Capture high quality photographs/video footage at events for use and inclusion in publications, marketing materials and display.
14. Brand management for the School, both on and off line, including development of consistent brand guidelines and templates.
15. Lead the production and mounting of whole school displays for public reception areas.
16. Regularly update the School’s digital display boards and external notice boards.
17. Publicise and event manage SLP CPD sessions.

**Additional Duties**

1. To provide cover in the absence of the Headteacher’s Personal Assistant.
2. To assist with general administrative and reception duties including answering incoming phone calls and emails, covering the reception desk and other general office duties, as required.
3. To undertake first aid training and once qualified to administer first aid to staff and pupils as part of the first aid rota.
4. Be willing to act as a fire marshal.

**Standard Duties**

* Comply with the Code of Conduct, and all policies and procedures of London Borough of Hackney and the School and to report any concerns to the appropriate person.
* Show a commitment to diversity, equal opportunities and anti-discriminatory practices.
* Show a commitment to safeguarding and promoting the welfare of children and young people.
* To evaluate and improve personal practice taking responsibility for professional development and engaging in relevant continuous professional development opportunities and performance management/review arrangements.

This job description details responsibilities but is not prescriptive and does not direct any particular priorities or amount of time to be spent carrying out the duties. It is not necessarily a comprehensive definition of the post, and the post holder may be required to undertake other duties and responsibilities commensurate with the grade and scope of the post. This job description may be subject to amendment, to meet the changing needs of the School, following appropriate consultation.

**PERSON SPECIFICATION**

Communications and Marketing Officer

**Education and Training**

* A good level of education including GCSE Maths & English grade A\*-C and A Level / NVQ 3 qualifications. (E)
* A sound working knowledge of standard office software and design/publishing software. (E)
* Educated to degree level in a relevant discipline. (D)
* Professional marketing (or relevant) qualification. (D)

**Experience**

* A proven record in proofreading and editing English language articles. (E)
* A proven track record in a communications/marketing role including management of social media outlets (such as Facebook and Twitter) for an employer. (E)
* A proven track record in working with the press to promote your employer. (D)
* A proven track record in developing and managing websites. (D)
* A proven track record in the design and publication of print and electronic media. (D)
* A proven track record in providing services to the public. (D)

**Knowledge and Skills**

* Highly effective English language skills. (E)
* Excellent communication (oral and in writing) and interpersonal skills. (E)
* Proactive with good use of own initiative and common sense. (E)
* To know when to take decisions and when to defer. (E)
* Ability to prioritise and work within project teams appropriately and effectively. (E)
* The ability to work to agreed quality levels and service standards. (E)
* Event planning and management. (E)
* Accurate and efficient word processing skills. (E)
* Ability to capture and process photos and videos of events. (E)
* The ability to manage highly confidential information. (E)

**Personal Attributes**

* Ability to work co-operatively, both independently and as part of a team. (E)
* Committed to equal opportunities and working in a multi-cultural environment. (E)
* Enthusiastic and self-motivated. (E)
* Ability to display a calm, tactful and responsible attitude. (E)
* Flexible approach and the ability to adapt to change within the working environment. (E)
* Ability to give and take instruction in a professional manner and work on own initiative. (E)
* Ability to attend meetings off site and outside of normal working hours, e.g. occasional evening Governors meetings or events. (D)