

	<b>Job Description:</b>  <b>Design, Display and Resources (DDR) Officer</b>	<b>Scale:</b> Scale 6  <b>Hours/Weeks:</b> 36 hours/41 weeks  <b>Updated:</b> September 2017
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<b>Person reports to:</b>	<ul style="list-style-type: none"> <li>• Business Support Team Leader (BSTL)</li> <li>• Assistant Headteacher, Pedagogy</li> </ul>
<b>Person supervises:</b>	<ul style="list-style-type: none"> <li>• None</li> </ul>
<b>Purpose of Job:</b>	<p>To provide a comprehensive whole school support service, consisting of:</p> <ul style="list-style-type: none"> <li>• Publication and document design using desktop publishing software</li> <li>• Marketing, communications and public relations support</li> <li>• Reprographics services, reproducing reports, minutes, teaching materials and appropriate finishing</li> <li>• Upkeep of display and notice boards in faculty, reception and community areas</li> <li>• Photography and filming of key events and keeping a catalogue of images for use in publicity</li> <li>• Co-ordination of equipment and resources for use in events, training and meetings</li> </ul>

## MAIN DUTIES AND RESPONSIBILITIES

### 1. Operational Duties

#### a) Marketing, Public Relations and Communication

- As directed by faculty heads, leadership and other staff, design and arrange the production of promotional materials such as advertisements, flyers, posters, newsletters, tickets and invitations for both internal and external audiences.
- In collaboration with the Assistant Headteacher (attendance lead) and the Admissions & Attendance Officer, arrange the production of information for admissions events.
- Liaise regularly with local press and prepare press releases as guided by the Assistant Teacher (Extended Services).
- Arrange in-house marketing and publicity materials, liaising with external designers as directed.
- Explore publicity opportunities in local press and provide statistical analysis on take up following events, by arranging surveys or other suitable method, as guided by the AHT.
- Achieve good and effective press coverage, including identifying opportunities for stories and events, obtaining feedback about such events from staff and attendees involved and preparing press releases accordingly.
- Attend event planning meetings as required to assist with marketing and publicity requirements.

- Ensure the weekly e-bulletin for staff is uploaded/issued, with contributions from staff and leadership.
- As directed by the AHT, design the school yearbook, annual prospectus, termly newsletter and press releases. Arrange external printing where required.

**b) Visual Imagery**

- Ensure an updated electronic catalogue of student and staff photographs is available for use by the school either online or other publication.
- Provide (or source externally where necessary) photography and filming services for key school events.
- Ensure photo uploads to SIMS database are carried out, with guidance from the Website and MIS Manager, as required.
- Ensure a well catalogued photographic library is available for promotional use.
- Ensure parental consent has been provided for any student images used in publicity and online.

**c) Design and Display**

- Be responsible for the upkeep of display boards and displays across the school in liaison with school staff and teams (both faculty and community areas of the school (e.g. reception).
- Ensure school events throughout the year and students' achievements are celebrated by liaising with event co-ordinators in order to gain photos/filming opportunities and creating displays. Co-ordinate with Website and MIS Manager for photos/filming and accompanying stories to be uploaded to the school website.
- As directed by AHT, develop and maintain a consistent template/style guide using agreed branding to ensure brand continuity in all school communications (both internal and external).
- Assist faculties and leadership with artwork, design and editing of various school publications, obtaining material needed from staff responsible and utilising school branding.
- Use graphic design software (InDesign and Photoshop) to design publications, documents and display material, as required.
- Liaise with the Facilities & Contracts Manager with regards to any external or fixed display requirements.
- Assist the BSTL with design of materials and forms to be used internally for the purposes of school administration, as required.

**d) Resources Management**

- Co-ordinate the booking system for meeting and event resources, such as PA and presentation systems (including remote controls) Large TV screen, display stands and standalone projectors.
- Ensure that all resources are properly booked out and returned after use, and are tested to ensure they are in working order. Arrange repair or maintenance where needed.
- Support the school with setting up equipment for events and meetings, as required.

**e) Reprographics**

- Provide support to/cover for the DDR Assistant, by operating reprographics machinery and finishing equipment, collating documents for compilation of reports, minutes, teaching materials, etc, recommending layouts or designs, if required.
- Provide support to/cover for the DDR Assistant to top up paper and toner in the Follow Me© machines as required and attend to copier faults as quickly as possible. Liaise with the lease company as guided by BSTL.

- Provide advice and guidance to service users regarding appropriate and cost effective reprographics techniques.

**2. Data Protection**

- Be aware of your responsibilities under the Data Protection Act whilst carrying out your duties, seeking guidance and clarification from the BSTL, as required.

**3. Additional duties**

- Maintain a high degree of professionalism, confidentiality, politeness, tact, sensitivity and awareness in relation to all duties undertaken.
- Work within the framework of the school ethos, adhering to the Code of Conduct for staff at all times.
- Maintain high standards of professional behaviour and presentation.
- Any other duties commensurate with the grade which may be required from time to time.
- All staff are expected to take part in necessary training and staff development.

**EQUALITY AND DIVERSITY**

We are committed to and champion equality and diversity in all aspects of employment within the London Borough of Newham. All employees are expected to understand and promote equality and diversity in the course of their work.

**SAFEGUARDING CHILDREN**

This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment and uphold all relevant procedures.



# Person Specification and Selection Criteria

Scale 6

## Design, Display and Resources Officer

Updated September 2017

Essential	Essential/Desirable	How the selection criteria will be assessed
<b>Qualifications</b>		
Educated to GCSE or equivalent level, including at least a C grade in English and Maths	E	Application Form
A creative arts and/or design technology qualification	D	Application Form
Relevant graphic design software package qualifications / certification	D	Application Form
Marketing/communications qualification	D	Application Form
Educated to Degree level	D	Application Form
<b>Professional Experience, Knowledge and Understanding</b>		
Experience of working in a marketing/PR and communications role	D	Application Form, Interview
Experience of working in an education setting	D	Application Form
Experience of using desktop publishing/design software packages to develop and enhance publications and other documents (e.g. Photoshop, InDesign) to a high quality	E	Application Form, Interview, Test
Experience of designing and producing creative and engaging displays	E	Application Form, Interview
Experience of using reprographics equipment to provide a variety of documents (e.g. booklets, leaflets)	D	Application Form
Experience of filming and/or photographing events	D	Application Form, Interview
Experience of setting up and operating presentation and PR systems	D	Application Form, Interview
Experience of using Microsoft Office and/or Google to produce a range of professional documents	E	Application Form, Interview, Test
<b>Abilities and Skills</b>		
Proficient in IT with particular skills in MS Word, Excel and/or Google	E	Application Form, Interview, Test
Photography and/or video recording skills	D	Application Form
Proficient in the use of desktop publishing/design software packages	E	Application Form, Interview, Test
High level of organisational ability	E	Application Form, Interview, Test
Sound knowledge of image, style and branding and a flair for producing creative and effective design work and engaging publications	E	Application Form, Interview
Ability to proof-read often complex documents before printing	E	Application Form, Test
Excellent verbal and written communication skills, including telephone manner, tact, diplomacy and confidentiality.	E	Application Form, Interview, Test
Excellent interpersonal skills and solution focussed approach to professional relationships	E	Application Form, Interview
Ability to manage tasks with two or more stakeholders using a collaborative and professional approach	E	Application Form, Interview
Ability to consult and negotiate with external agencies to reach the best outcome for the school	E	Application Form. Interview
Ability to work under pressure and meet deadlines whilst still being polite and reasonable	E	Application Form, Interview
Ability to maintain effective working relationships with students, parents/carers, colleagues and other stakeholders in the school community	E	Application Form, Interview
Ability to plan time effectively and to organise oneself efficiently (self-manage)	E	Application Form, Interview
Ability to work as part of a team	E	Application Form, Interview

Ability to demonstrate initiative	E	Application Form, Interview
<b>Personal Qualities</b>		
Accuracy and attention to detail	E	Application Form, Interview, Test
A commitment to working in a busy school environment	E	Application Form, Interview
Flexible, motivated and committed to high standards of working	E	Application Form, Interview
Good attendance and punctuality	E	Application Form, Interview
Energy and enthusiasm	E	Application Form, Interview
Adaptability to changing circumstances and new ideas	E	Application Form, Interview
Professional approach to working	E	Application Form, Interview
Resilient and determined to achieve goals	E	Application Form, Interview
Committed to the ethos of the school	E	Application Form, Interview
Willingness to participate in further training and development opportunities offered by the school	E	Application Form, Interview
Willingness to be flexible and take on additional duties as and when required	E	Application Form, Interview
<b>Equal Opportunities Awareness</b>		
A commitment to equal opportunities, awareness of diversity issues and working in a positive and non-discriminatory way	E	Application Form, Interview
A commitment to working in a multi-cultural environment and with students from diverse backgrounds and abilities	E	Application Form, Interview
A commitment to working in a flexible and collaborative manner with all members of the school community	E	Application Form, Interview
<b>Child Protection and Safeguarding Awareness</b>		
An understanding of child protection and safeguarding matters	E	Application Form, Interview
A commitment to safeguarding and promoting the welfare of young people	E	Application Form, Interview