



Job Description: Press & Communications Officer

This role reports to the Marketing & Communications Manager

Hours of work: Full time, Monday to Friday

Scope of role

We are seeking a dynamic and experienced Press & Communications Officer to join our busy Marketing and Communications team at James Allen's Girls' School. Ideally, the suitable candidate will have experience working in the education sector, although this is not essential.

This post will be responsible for the internal and external communications for the whole school and its community, including the Senior School, Prep School, Pre-Prep and alumnae.

Main responsibilities:

- Work with colleagues to identify broad range of stories around achievements, events and activities across the school to promote to internal and external audiences.
- Devise and implement proactive media campaigns aimed at raising the profile and reputation of JAGS amongst the local community, prospective parents and education professionals
- Preparing and writing news stories and press releases that promote academic and extra-curricular achievements of our pupils and support wider communication campaigns.
- Manage the news pages on the website and social media channels to provide regular insights into the school and its activities. Ensure digital and social media activity is embedded into all communication plans.
- Handling incoming enquiries from journalists and co-ordinating events, interviews and press conferences
- Monitoring media coverage of the school and the education sector more generally, particularly stories about independent education.
- Developing relationships with key correspondents in national, local and education sector media
- Building partnerships with press teams at trade associations including the Independent School Council, Girls School Association and Headmasters' & Headmistresses' Conference. Supporting their sector-wide communications campaigns where appropriate
- Advise senior staff members on managing responses to the media

- Respond to the media during crisis events and provide handling advice to the Senior Leadership team
- If required work evenings or weekends

Key skills and experience:

Essential

- Demonstrable experience working as a press officer or within PR
- Excellent communication skills (both orally and in writing)
- Excellent interpersonal skills
- Excellent proof reading skills
- Good IT skills
- Ability to prioritise and plan effectively
- Good understanding of media landscape and current media agendas
- Creativity
- Work well as part of team
- Training in media awareness and/or media interaction

Desirable

- Experience working within the Education sector
- Diploma in Public Relations or similar

Equal Opportunities

It is the policy of the school to provide equal opportunities for all qualified individuals regardless of race, colour, religion, ethnic or national origin, sexual orientation, age, gender, medical condition or disability.

Child Protection

All staff have a responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible or with whom they come into contact and to adhere to and ensure compliance with the school's Child Protection Policy at all times.

Last update July 2018