



## **Media Administrator**

### **Job Description**

<b>Salary scale:</b>	F010 (£18,205 Per Annum) = £6,316 Pro Rata Actual
<b>Hours:</b>	15 Hours Per Week, Term Time Only
<b>Permanent / Temporary:</b>	Temporary - Fixed Term To 31/08/19
<b>Responsible to:</b>	Academy Manager
<b>Job purpose:</b>	The main purpose of the role is to create and maintain the Academy's presence on social media via the Website and Twitter etc. This role includes the responsibility for promoting the Academy through the Academy's marketing strategy and keeping both current and prospective parents/carers informed of important events at the Academy.

### **Roles and Responsibilities**

#### **Main Responsibilities**

To be responsible for the creation, review and development of multi-media resources for use in the Academy and to maintain the Academy's presence on social media via the Website, Twitter etc. This role includes the responsibility for promoting the Academy through the Academy's marketing strategy and keeping parents/carers and prospective parents/carers informed of important events at the Academy.

To promote the Academy to a wide range of audiences including prospective parents and pupils, the local community and the local and national press

#### **Specific Responsibilities**

- To be responsible for the management and creation of content for the Academy's website and to ensure that it meets the requirements of DFE guidelines.
- To develop and manage the Academy's Social Media Channels, including Faculty Twitter Accounts and other relevant platforms the Academy.
- To train faculty colleagues in the use of social media to enhance teaching and learning and to monitor postings for appropriateness.
- To be able to create dynamic, written, graphic and video/DVD content to promote the Academy, improve audience interaction and participation.
- To create and manage timelines, in order to schedule content which creates a consistent stream of new content for audience interaction through the Academy Website. This will involve analysing, managing, and altering schedules where necessary.
- To ensure that all of the Academy's Licenses are up to date and renewed for the Website and all social media hosting, thereby ensuring the Academy's uninterrupted presence.
- To be a member of a Team of people which contributes to the development of the Academy's marketing strategy and take the lead role facilitating the implementation of the strategy e.g. the production and organisation of the printing of newsletters.

- To be responsible for coordinating all publicity and marketing materials for the school including writing content and targeting appropriate audiences.
- To improve the communication between the Academy and parents/carers and other audiences by writing and managing the publication of news stories which celebrate the life and achievements of pupils and staff at the Academy.
- To work in collaboration with Teaching and Support Staff to create video and other resources which can be used across the curriculum in order to improve teaching and learning.
- To act as Academy Photographer and record important events.
- To undertake training where necessary in accordance with the Academy's aims for continued professional development of all staff.
- To be aware of and comply with the Academy's Safeguarding Procedures, Health and Safety requirements, confidentiality and data protection policies.
- To undertake other reasonable duties as may be determined and assigned by the Principal.

## **Other**

- Any other duties commensurate with the scope, purpose and grading of the post, with agreement from the Principal and/or Academy Manager

## **General**

- To be aware of and comply with policies and procedures relating to child protection, safeguarding, health and safety, security, confidentiality and data protection, reporting all concerns to an appropriate person as soon as they arise
- Actively promote equal opportunities and support the delivery of services which are accessible and appropriate to the diverse needs of service users.
- To participate in training and other learning activities and the academy's performance management process
- The post holder will be expected to work flexibly and carry out all duties in compliance with the academy policies

## **Support Staff**

Fulwood Academy has a strong support staff component; some support staff are centrally employed and others work in curriculum areas or other specified areas. In recent years the number of support staff has been expanded in order to release teaching staff from administrative tasks in line with the work force agreement.

Our support team pride themselves on their professionalism and effectiveness.

Fulwood Academy has whole school staffing policies. Support staff have the same access to appropriate training courses as teaching staff. All academy personnel policies are equally applicable to support staff and teaching staff. Support staff are encouraged to play a full part in the academy community.

## **Personal qualities for all staff**

Fulwood Academy is on a journey of rapid change. Sharing our vision, *Working as a TEAM in the pursuit of excellence for all*, is vital. This is supported by a caring atmosphere where discipline and relationships are based on our four core values:

- Trust
- Excellence
- Ambition
- Manners

To support the academy and to your own success, we expect the following from the whole team:

- a commitment to the protection and safeguarding of children and young people;
- the ability to work as part of a developing team
- the ability to demonstrate a caring attitude to pupils and colleagues
- appropriate qualifications/or experience to competently carry out your role
- a willingness to pursue professional and personal development

All staff at Fulwood Academy are role models for children and are expected, therefore, to model good behaviour and conduct themselves in a way that is consistent with our expectations of our pupils.

### **Performance Management**

To participate in the annual Performance Management process, agreeing targets linked to academy development plan, departmental and personal priorities.

### **Safeguarding Commitment**

Fulwood Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

## **MEDIA ADMINISTRATION**

### **PERSON SPECIFICATION**

1. To possess 5 GCSEs including English and Maths
2. To possess or be working towards a suitable Degree or have a Multi-Media qualification and proven experience of utilising all of the required skills to good effect in a place of work.
3. To be a self-motivating individual who is able to demonstrate enthusiasm for the role and to be able to promote enthusiasm in others so that they can appreciate and understand how multi-media can improve the Academy's desired outcomes.
4. To possess and be able to demonstrate excellent oral and written communication skills and have experience of writing effectively for a number of audiences.
5. To be an efficient and accurate proof reader who always ensures that all 'copy' is of the highest standard.
6. To have experience of managing, developing and uploading content for an Organisation's Website and other social media outlets.
7. To be able to demonstrate excellent ICT skills and possess the ability to effectively use various software packages and information technology systems, including standard Web Design Software.
8. To be able to act as a member of a team and contribute to ideas and promotions that will result in better organisational outcomes.
9. Experience of communicating key information and messages through a variety of media e.g. websites, printed material, social media in order to reach a variety of different audiences.
10. Ability to organise your own workload and that of others in order to ensure that all deadlines are met.
11. To have experience of working with young people and adults and be able to effect trusting relationships with them.