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| Trinity Academy Sowerby BridgeJob Description | |  |
| Job Title: | Marketing and Events Officer |  |
| Job Scale: | Scale SO1/SO2, Points 29 - 34  TTO +5 days |  |

**BASIC JOB PURPOSE**

* To lead on the development and implementation of the Trinity Academy Sowerby Bridge marketing, public relations and communications strategy.
* To develop and manage the Academy’s media strategy, including press and publications to raise the Trust’s profile and market Academy activities.
* To manage the production of external and internal communications, including prospectus, brochures, newsletters and communications to stakeholders and parents.
* To take responsibility for the development and management of the Academy’s online presence, including specific academy websites, and ensuring these have up to date, relevant content that meets Ofsted requirements.
* To contribute to specified income generating strategies through applying marketing expertise.
* To co-ordinate events that showcase the Academy’s and its students; for example, open and award evenings.

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| **Reporting to:** | Principal |

**MAIN RESPONSIBILITIES**

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| **1** | To work in partnership with members and the Senior Leadership Group to develop and manage a cohesive marketing strategy for Trinity Academy Sowerby Bridge. |
| **2** | Responsibility for the development and management of the Academy’s online activity, including websites and social media. This includes keeping content up to date and appropriate, suggesting improvements to functionality and advising colleagues on maximising its potential. All website content should meet minimum statutory requirements. |
| **3** | Create and develop the Academy’s promotional literature and other materials to communicate effectively our values, services and brand to different audiences (e.g. press, parents, staff, students and sponsors). |
| **4** | To lead on the marketing and events activity of key Academy events. |
| **6** | In partnership with Senior Leadership Group, contribute to, or lead on, income generating strategies, including marketing Academy services to partner organisations. |
| **7** | To lead on the collation of information and feedback on Trust or Academy activities for the production of news stories, web content and other communications. |
| **8** | Work with colleagues to ensure that internal communications / displays within the Academy’s effectively represents the Academy’s brand, and complements external marketing activities. |
| **9** | Support administration teams to market and organise external events, such as Open Days, Parents Consultation Evenings, Prospective Parent Evenings. |
| **10** | Work with colleagues from the ICT team to ensure that the Academy makes best  use of current and emerging technologies, social media opportunities and other marketing tools. |
| **11** | To monitor, record and evaluate the effectiveness of communications and marketing strategies. |
| **12** | To promote active partnerships with agencies and business that develops the Academy’s Community partnerships and enhances the Academy’s community reputation. This includes Local Authority, Government Agencies, Voluntary Groups, Parent & Carer Organisations and the press. |
| **13** | To monitor the use of the Trust’s brand guidelines and key messages to ensure they are effectively implemented at Trinity Academy Sowerby Bridge. |
| **14** | Research and write copy for articles, publications and the press. |

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| Other Specific Duties: |
| * All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, within and outside the Academy. * Treat all students with dignity, observe proper boundaries and understand that every adult in the academy has a responsibility to safeguard children and young people. * To continue personal professional development as required. * Attend staff and other meetings and participate in staff training and development events as required. * To actively engage in the performance review process. * All support staff may be used to perform appropriate duties as and when required by the academy, commensurate with the salary grade of that post if it is higher than the employee’s current salary. * To work in the best interests of the academy, students, parents and staff. * To adhere to the academy’s policies and procedures with particular reference to Child Protection, Equal Opportunities, Teaching and Learning and Health and Safety. * To work flexibly, including some evening work, and to travel, as required, to meet the needs of the role. * To work at locations across the academy Trust, as required.   Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.  This job description is current at the date shown, but, in consultation with you, may be changed by the Principal to reflect or anticipate changes in the job commensurate with the grade and job title. |
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| **PERSON SPECIFICATION** | | |
| **Job Title: Marketing Director** | | |
| **KEY CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications & Experience** | * excellent literacy and numeracy competency (education to A level or equivalent) * evidence of experience in a similar marketing or communications role * experience of forging community/voluntary/parent and partner agency links * experience of negotiating and dealing with the press * experience of working under pressure and to deadlines | * project management experience * coordinating the marketing strategy for a community project |
| **Knowledge & Understanding** | * the principals and practices of cohesive marketing strategies and operational planning and delivery * have knowledge of a wide range of marketing techniques and concepts * have knowledge of managing a marketing budget * ability to participate professionally in a range of business situations | * understanding of Safeguarding and Child Protection issues. |
| **Skills & Abilities** | * ability to communicate effectively, negotiate and network through highly developed inter-personal written, verbal and presentation skills * work as an effective team member and apply given instructions * prioritise, plan and direct the workload of self and others, balancing long and short term priorities * set high standards and provide a role model for students and staff * well-developed analytical, planning and organisational skills * demonstrate a willingness to take the initiative * identify and develop creative and imaginative solutions to solve problems * seek support and advice when necessary * demonstrable ability to evaluate work programmes and strategies * evidence of sound judgement skills | * willingness to develop own understanding and capability through advice and training * think clearly in emergency situations |
| **Personal Qualities** | * enjoyment in working with young people and families * an excellent record of attendance and punctuality * prioritise and manage own time effectively * commitment to learning * diplomacy skills | * reliability, integrity and stamina * respect confidentiality * perspective and resilience * empathy in relation to the needs of the Academy and the local community |