

|  |  |
| --- | --- |
| **Academy:**  | Wardle Academy  |
| **Section:**  | Associate Staff  |
| **Location:**  | Birch Road, Wardle, Rochdale  |
| **Job Title:**  | Marketing & Communications Officer  |
| **Hours:**  | 36 hours 15 minutes, term time only, plus up to 4 additional weeks to be worked out of term time.  |
| **Grade/Salary:**  | Scale 5, SCP 22-25 £17,137- £18,795 (before any additional working)  |
| **Accountable to:**  | Marketing & Corporate Officer  |
| **Accountable for:**  | N/A  |
| **Special Conditions of Service:**  | All posts require enhanced DBS clearance prior to appointment. Requirement to undertake First Aid Training and provide first aid cover as necessary.  |

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

**Organisational Chart:**

|  |
| --- |
| Headteacher  |
|  Marketing & Corporate Officer (Trust)  |
| Marketing & Communications Officer  |

# PURPOSE AND OBJECTIVES OF THE ROLE

To support the Academy’s teaching and learning activities through the creation of teaching and learning resources and technical support to both staff and students. Liaise with the Trust’s Media and Marketing Manager on the creation of Media content for the purpose of improving the brand value proposition of the Academy to stakeholders.

**Control of Resources**

# Personnel

To be responsible for the direction, support and motivation of self and any staff under postholders control.

**Safeguarding**

Fulfill responsibilities and obligations in relation to the safeguarding of children.

**Financial**

To work in accordance with Financial Regulations and procedures of the Academy.

# Equipment/Materials

To be responsible for the safe use of equipment/materials used by self, colleagues and students accountable to the post holder.

To adhere to the Academy rules and regulations relating to the use of ICT, e-mail and intranet/internet access.

# Health/Safety/Welfare

Responsibility for the safety and welfare of self, colleagues and students in accordance with the Health and Safety Policies of Wardle Trust.

# Equality and Diversity

To work in accordance with Wardle Trust’s Policy relating to the promotion of Equality and Diversity.

# Training and Development

The post holder will be responsible for assisting in the identification and undertaking of his/her own training and development requirements in accordance with Wardle Trust’s Appraisal Framework.

# Relationships (not exhaustive)

Headteacher

Senior Leadership Team

Colleagues

Associate Staff

Students

Parents

Visitors

Contractors

# Values and Behaviours

**A**CCOUNTABILITY - Aiming for excellence, taking responsibility and being answerable for actions.

**S**TRENGTH – Having the courage to take risks, be innovative and embrace change.

**P**ASSION – Enjoying an enthusiasm for learning and living.

**I**NTEGRITY – Knowing and doing what is right regardless of influence.

**R**ESPECT – Valuing and caring for the environment, self and others.

**E**NDURANCE – Maintaining efforts in order to maximise success.

**Wardle Trust has high expectations of its pupils and staff and we expect our employees to be aware of, and apply these values and behaviours at all times.**

# Principal Duties

|  |  |
| --- | --- |
|   |  |
|   | Work with the Wardle Trust Marketing and Corporate Officer to provide high quality design, audio and visual material to promote the school’s brand to existing and prospective parents.  |
|   | Develop internal systems to gather information to enable the Academy to effectively communicate good practice, achievement and interesting events/activities to pupils, staff, parents and external agencies including governors, feeder primary schools and local press.  |
|   | Lead on the creation of the school’s visual content and marketing literature (school displays, newsletters, school prospectus, event flyers etc.)  |
|   | Liaise with the Wardle Trust Marketing and Corporate Officer and the Academy Senior Leadership Team on the development of the school’s communication strategy and its implementation for Wardle Academy.  |
|  | Monitor and maintain the Wardle Academy Website and social media channels.Develop the academy’s social media strategy. Liaise with the Academy’s headteacher to improve amplification of public profile. Manage the internal communications of the school, supporting the academy’s senior staff in the implementation of various pastoral and educational projects. Support the Wardle Trust in implementing the GDPR requirements for the academy.  |
|    | Provide advice on current media copying regulations and legal requirements.  |
|   | Liaise and provide advice to senior staff on how to effectively market the school and improve its positive reputation. |
|   | Provide photography of the Academy’s activities as required.  |
|   | Develop and support multimedia options for all teaching staff and support their introduction. |
|  | Develop Wardle TV through the encouragement and greater participation of students.   |
|  | Develop multimedia learning resources throughout subjects across the school.   |
|   | Provide support for school events.  |

# In addition, to the above the post holder will be expected to:-

|  |  |
| --- | --- |
|   | Act at all times with due regard to the safeguarding policies of the Trust, including respecting student/parent requests for filming anonymity.   |
|   | Attend relevant staff meetings or other meetings as required.   |
|   | Comply with policies and procedures relating to child protection, health safety and security, confidentiality and data protection, reporting all concerns to the appropriate person.   |
|   | Contribute to the overall ethos of the Wardle Trust.   |
|   | Be flexible within the working week to support after school, evenings and weekend productions and/or events.  |

# Secondary Duties

|  |  |
| --- | --- |
|    | To participate in programmes of training as a trainee and when required as a trainer facilitator.  |
|    | To undertake training to provide First Aid cover as required.  |
|    | Appreciate and support the role of other professionals.  |
|    | Ensure that Academy’scommitment to public service orientation and care of our customers is provided.  |
|    | Be able to render regular and efficient service to undertake the duties of this post.  |
|    | Contribute to the school ethos, aims and the development/improvement plan.  |
|    | Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.  |
|   | To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by the Headteacher (or nominated representative) or Trust Board in consultation with the postholder (and if he/she so wishes, with his/her Trade Union representative).  |

**Wardle Trust**

**Person Specification**

|  |  |  |  |
| --- | --- | --- | --- |
| **Academy :**  | **Wardle Academy**  | **Post:**  | **Media & Marketing Officer**  |
| **Section :**  | **Associate Staff**  | **Scale:**  | **Scale 5**  |

**Note to Applicants:**

***Essential Criteria*** **(E)** are the qualifications, experience, skills or knowledge that you MUST SHOW YOU HAVE to be considered for the job.

There are a range of methods by which this information can be obtained. The ‘*How Identified’* column illustrates how the Trust will obtain the necessary information about you.

For example: Where **(AF)** is indicated next to an *Essential Criteria* you MUST include details relating to this aspect in your **Application Form**. You can include examples from either paid, or voluntary work. Please do not leave gaps in any employment history.

**Wardle Trust is committed to safeguarding and promoting the welfare of children and young people and expects staff to share this commitment.**

|  |  |  |
| --- | --- | --- |
|  **Criteria**  | **Essential (E) or** **Desirable (D)**  | **How Identified:** **AF Application** **Form** **I Interview** **A Assessment C Certificate check**  |
|  **Qualifications**  |  |  |
| 1 Degree educated in a relevant subject or with comparable experience in a relevant field  | **E**  | **AF, C**  |
| 2 A marketing or PR qualification  | **D**  | **AF, C**  |
|  **Knowledge**  |  |  |
| 1 A strong understanding of content marketing | **E**  | **AF, I**  |
| 2 Excellent written English and communication skills  | **E**  | **AF, I, C**  |
| 3 A technical understanding of multi-media production such as photography  | **E**  | **AF, I**  |
| 4 Able to prioritise workloads, recognising the need to react to urgent requirements  | **E**  | **AF, I**  |
| 5 Working knowledge of good marketing & communications practice  | **D**  | **AF, I**  |
| 6 Working knowledge of digital communication channels (social media, SEO, email etc)  | **D**  | **AF,I**  |
| 7 A technical understanding of Audio Visual systems  | **D**  | **AF,I**  |
| 8 Knowledge and understanding of school environment  | **D**  | **AF, I**  |
| 9 An understanding of using social media in a business context  | **D**  | **AF,I**  |
|  **Experience**  |  |  |
| 1 Experience with Adobe Design suite tools and the ability to evidence design abilities.  | **E**  | **AF, I**  |
| 2 Experience with CMS systems or a willingness to learn  | **E**  | **AF, I**  |
| 3 Experience and understanding in web design  | **D**  | **AF, I**  |
| 4 Experience in marketing or communications  | **D**  | **AF,I**  |
|  **Personal qualities/skills**  |   |   |
| 1 Appropriate appearance and presence   | **E**  | **AF, I**  |
| 2 Self motivated, enthusiastic and with an excellent sense of humour  | **E**  | **AF, I**  |
| 3 Willingness to work outside normal hours if required  | **E**  | **AF,I**  |
| 4 An understanding of the overall vision of the Academy  | **D**  | **AF,I**  |
|  **Values and Behaviours**  |  |  |
| Approach the job at all times using the values and 1 behaviours of the ASPIRE ethos: **A**CCOUNTABILITY - Aiming for excellence, taking responsibility and being answerable for actions. **S**TRENGTH – Having the courage to take risks, be innovative and embrace change. **P**ASSION – Enjoying an enthusiasm for learning and living. **I**NTEGRITY – Knowing and doing what is right regardless of influence. **R**ESPECT – Valuing and caring for the environment, self and others. **E**NDURANCE – Maintaining efforts in order to maximise success. Please confirm you are willing to adhere to these values and behaviours.  | **E**  | **AF/I**  |
|  **Special Working Conditions**  |  |  |
| 1 Enhanced DBS clearance  | **E**  |  |
| 2 Requirement to undertake First Aid Training and provide first aid cover as necessary.  | **E**  |  |

Job Description Prepared by: \_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postholder Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once each year as part of the performance management cycle and may be subject to modification or amendment at any time after consultation with the post holder.*