

# Applicant Information



St  
Augustine's  
Priory

Communications  
Officer



Communications Officer  
St Augustine's Priory

Dear Applicant,

Thank you for the interest you have shown in the post of Communications Officer at St Augustine's Priory and welcome to our inspirational school which is at a very exciting stage of its development. Our mission is to deliver excellence in all aspects of this unique school - we do this through nurturing and empowering our passionate staff, by hiring exceptional talent, by fostering a culture of ideas, energy and possibilities and by a relentless focus on developing each girl to the best of her ability and be equipped for life.

St Augustine's Priory is a Catholic, independent day school for girls aged 3-18 with boys in the Nursery. We are an all-through school and it is an enormous benefit to girls and parents that pupils who join us in the Junior School are able to move seamlessly up with us through to the Sixth Form years. As a Catholic school we hold the care of the whole person as central to what we do.

The school is set in 13 acres of beautiful grounds with magnificent views. Here girls have the physical, mental and emotional space to grow intellectually in an environment which both supports and provides plenty of challenges. Our results are excellent and we pride ourselves on instilling in girls a love of learning. We are committed to preparing girls for life-long effectiveness and to developing the range of skills they require to achieve long-term happiness and success.

We have been in Ealing for over one hundred years and we represent a wonderful continuity of expertise in educating women of the future. Our founders were exceptional, visionary women who strove relentlessly to offer girls the best education possible; we continue in this tradition. Our girls are dynamic, ambitious and a pleasure to teach. Our staff room is happy, welcoming and supportive of the excellent contribution all our staff members make to all aspects of our busy school life. We offer a broad and varied curriculum with rich opportunities for personal development and training.

We invite you to consider joining us on an exciting journey.

Mrs S. Raffray MA  
Headteacher

## Mission Statement

We are an all-through, inclusive Catholic girls' school with boys in the Nursery. As a girls' school we are committed to preparing girls for life long effectiveness and success. As part of their journey, girls will learn of intellectual risk-taking and emotional strength, reflection and self-knowledge, persuasiveness and team building as well as a cultural curiosity for an enriched enjoyment of life.

In our stunning 13 acres of grounds, girls have a physical freedom unique in central London. We aim to instil in them the emotional freedom to grow intellectually and spiritually and to understand the truth about themselves, others and our complex world. We will give them the courage to be ambitious and compassionate and we will provide a secure, happy and nurturing community in which to explore all of the above.

To this end we seek, develop and retain the best teachers who value well-being and the individual progress of each girl as much as they are relentless in their pursuit of academic excellence. Their goal is life-long success for each girl and they set the pace of energy and dynamism within which the girls flourish.

## Communications Officer

### LINE MANAGEMENT AND JOB CONTEXT

- Direct line management is to the Registrar and Marketing Manager
- The post-holder will provide the services listed as core purpose as well as any duties required of the post when deemed necessary

### CORE PURPOSE OF THE ROLE

To oversee all external and internal communications, to manage the alumnae programme and to provide admin support where required

### PERSON SPECIFICATION

The Communications Officer should be able to demonstrate most or all of the following skills and qualities:

- Educated to degree level or equivalent;
- A very good understanding of social media, and the need to use this effectively to engage with all stakeholders
- Accuracy and good attention to detail and the desire and ability to take ownership of his/her tasks, to work without direct supervision and to see tasks finished on time and to a high standard;
- Good interpersonal and communications skills, including diplomacy, and an excellent telephone manner are essential as the post requires close liaison with staff, pupils, parents, Old Girls, Governors and external agencies;
- Excellent verbal and writing skills, with the ability to adapt his/her style to convey the relevant messages accurately and effectively to different audience needs
- A high degree of organisational ability; he/she will need to be versatile, good at working under pressure and prioritising tasks, and be able to cope with competing and changing demands and deadlines;
- Excellent IT skills, and a willingness/aptitude to develop these, are essential. In particular knowledge of MS Office, Wordpress and Mailchimp is desirable. The ability to use databases efficiently and accurately will be required;

- An understanding of and empathy with the independent school sector, together with a commitment to the School community and its purpose and future prosperity;
- Flexibility to work calmly and reliably in a busy School, both in a team and independently, with energy, initiative and cheerful enthusiasm for developing the role and to undertake training as required;
- The ability and willingness to go beyond his/her own responsibilities to help others at busy times and to work outside normal hours as required

### Key tasks

- Working on the School's online social networks and increasing participation across all platforms
- Providing photography of schools events for use on social media, in news articles and for the Whole School Magazine
- Keeping staff photos up to date in the school's database
- To produce the annual Whole School Magazine
- Write and compile copy for magazines and publications and develop strategies to maximise readership
- Liaise with designers on advert production as briefed by the Registrar & Marketing Manager
- Writing press releases relating to the School's activities for use across different media
- Organising mailings and electronic communication on behalf of The Association
- To manage, design and deliver multiple communication campaigns to promote The Association and to attract and retain new members
- Corresponding with and managing requests and queries from Old Girls;
- To provide support for in-School Event programmes and literature
- To support Parents' Committee correspondence
- To write Priory Post articles on news at the school
- To support editing, compile and send the weekly school newsletter
- To provide administrative support where appropriate
- To keep website content up to date

### DATA MANAGEMENT

- Designing and implementing a strategy to establish contact with new alumnae and maintaining effective contact with known alumnae;
- Maintaining, amending and ensuring the integrity of the School's Old Girls database.

## **NEW ALUMNAE**

- Addressing the Upper Sixth Leavers each year about alumnae events, publications, online media and services, and ensuring that their contact details are collected for future engagement;

## **CAREERS INTERACTION**

- Working with the Careers team to develop means by which Old Girls and former parents can engage with current pupils and young alumnae, in providing careers advice, work experience and internships.

## **General**

- To take responsibility for own personal and professional development
- Attend relevant training, being proactive in seeking this
- Attend relevant Inset days where directed
- Comply with individual responsibilities in accordance with the role for health and safety in the workplace
- Ensure that all duties and services provided are in accordance with the School's Equal Opportunities Policy