



Job Description

Job Title:	Photographer & Social Media Assistant
Department:	Admissions & Marketing Department
Responsible to:	Marketing & Communications Manager
Last reviewed:	14 June 2019

Job Outline

We are seeking a talented photographer with an excellent knowledge of social media platforms and current trends, in order to help increase awareness of the school with prospective families; locally, nationally and internationally as well as engaging and informing the school community. Reporting to the Marketing & Communications Manager, the successful candidate will be responsible for capturing high quality visual assets and creating compelling content in order to promote our brand.

Working alongside the Communications Officer, post holder will help to create warm hearted and inspirational messaging consistent with our aims and ethos. This will entail a range of responsibilities and require a flexible and intelligent approach. A high level of communication with the whole department is required at all times. The Photographer & Social Media Assistant will be able to anticipate project needs, discern work priorities, meet deadlines with little supervision and be willing to work out of usual working hours.

Key Working Relationships

Beyond the immediate Admissions and Marketing team the post holder is expected to develop excellent working relationships with stakeholders across the School including the Master, the Senior Leadership Team, Housemasters and Housemistresses ("HM's"), Heads of Department, plus the wider teaching and support staff communities, including pupils. Outside of School, the relationships with current and prospective feeder school Heads are crucial as are those with prospective and existing families.

Working hours

The post of Photographer & Social Media Assistant is a full time position and involves working 40+ hours per week, during term time only. Core working times will be Monday to Saturday (5/7 days), between the hours of 8.30am and 5.30pm with a one hour unpaid lunch break on each of these days. In addition to these core working hours, the job holder will be required to work reasonable additional hours as are necessary for the proper performance of the role and as the demands of the job requires.

Key Responsibilities and Duties:

- Capturing exceptional images to be used by the whole school
- Organising and preparing images and content for social media stories
- Creating and posting unique message across all our social media channels
- Creating, developing and editing high quality video and graphics
- Monitoring industry trends and stay abreast of latest social media innovations
- Responsible for a wide range of administrative duties relating to all aspects of work within the department.

- Arrange meetings with the necessary stakeholders regarding photography, video and social media planning
- Attend and support briefing meetings.

General Duties:

- To maintain a code of confidentiality commensurate with the role;
- To remain up to date with all appropriate practices, procedures and regulatory requirements within your allocated areas of responsibility;
- To undertake duties in line with established Haileybury practices and protocols;
- To ensure that all work is supported with an appropriate paper trail i.e. supported by a filing system that contains clear and accurate working papers;
- to make use of appropriate computer software, equipment and facilities in order to complete duties in the most efficient and effective way including word processing packages, spreadsheets, databases, etc;
- to establish and maintain effective communication channels and efficient/effective working relationships with other members of the Admissions & Marketing Department and the School's staff;
- to keep the Admissions & Marketing team fully up to date and informed about all allocated areas of responsibility and to report any significant problems as appropriate and within a reasonable time frame;
- to undertake appropriate training to ensure that skills remain up-to-date and commensurate with the first class service required for this role;
- at all times to carry out duties in a safe manner, so as not to endanger yourself or other people. If you consider something is unsafe or likely to cause injury or ill health, you must report it to the Registrar. You should read and understand the Haileybury Health and Safety Policy, which will be made available to you at your place of work;
- to undertake your responsibilities at Haileybury in respect of Data Protection. Staff members are responsible for ensuring that any personal data held by them is kept securely. This includes, appropriate use of computer ID's and passwords;
- to undertake your responsibilities to promote the safety and wellbeing of children and young people;
- such other duties as required to ensure the smooth running of the Admissions & Marketing Department, including assisting other members of the team as and when required.

It should be noted that the above list of duties is not necessarily a complete statement of the final duties of the post. It is intended to give an overall view of the position and should be taken as guidance only. Haileybury requires its employees to take a flexible approach to working and encourages team working between different departments. Therefore, throughout their career at the School, the job holder will be required to undertake any duties (operational or administrative), as required by the Registrar or the Bursar, which falls within their capabilities and which are in accordance with the usual practice of an independent boarding school. The job description may be amended to meet the needs of the School.

Required skills

It is expected that the post holder will possess:

Qualifications and Experience

- strong educational background
- Photography Degree
- Video production knowledge
- knowledge of Microsoft Office & Adobe Creative Suite
- excellent interpersonal and organisational skills
- Minimum of 1 year's Social Media Marketing experience

Skills

- excellent communication skills, both verbal and written with high regard for grammar and accuracy;
- high level of attention to detail;
- ability to work independently and to organise and prioritise own workload;
- excellent administrative and organisational skills;
- ability to remain calm in a busy and demanding environment;
- willingness to be a team player;
- proactive, flexible and adaptable;
- ability to meet tight deadlines;
- methodical attention to detail;
- excellent IT skills, knowledge of MS Excel, Word, Outlook and Powerpoint.

Personal Qualities

- open, warm and friendly;
- self-confidence and resilience under pressure;
- sense of humour;
- tactful, diplomatic and thoughtful;
- effective time management skills;
- ability to build strong relationships with both staff and parents;
- ability to work under pressure;
- self-motivated with a positive attitude.

Ethos

- ability to form and maintain appropriate relationships and personal boundaries with children;
- a commitment to safeguarding and promoting the welfare of children and young people.
- strong support for the strategic direction of the College.

Child Protection at Haileybury

Though the above role does not require the direct supervision of pupils, in addition to their job description, the job holder should be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons who they may come into contact with whilst at Haileybury. The child protection guidance for all support staff at Haileybury is as follows.

The College values the excellent relationships between pupils and members of staff. One of the benefits of these open and friendly relationships is that there are a large number of adults available for pupils to discuss their worries or concerns with.

There may be times when you become concerned about a pupil who might, for any reason, be unhappy or frightened. If you have such concerns, or if a pupil or another adult approaches you with such worries, it is important that you follow the procedure below.

- (1) If a pupil or another adult comes to you with an allegation or suspicion of abuse or bullying, you should react sympathetically. Listen to their concerns but avoid asking questions.
- (2) As soon as possible after the conversation contact either the Deputy Master, who acts as the DSL for child protection for the College or the Head of Lower School, who acts as the Deputy DSL for child protection.
- (3) Never give an unconditional promise of confidentiality. Make it clear that the information will be shared with the persons responsible for child welfare.

The Deputy Master is always available for help and guidance on issues concerning pupil welfare. She can be contacted on:

- 01992 706209 (internal 6209) Office
- 01992 706233 (internal 6233) Home

As part of your induction, the Human Resources Department will issue you with a small card which provides the above guidance. Please ensure that you keep this card with you at all times when on the Haileybury site.

Data Protection at Haileybury

Haileybury adheres to the Data Protection Act 1998. In order for us to fulfil our obligations as your employer, we store information about you. This may include information which may be considered to be sensitive personal data, e.g. Recruitment documentation, payroll and tax information, sickness records, records relating to promotion, transfer, training, disciplinary matters, physical and mental health, any criminal convictions you may have, etc.

All information will be kept confidentially and accessed only by an appropriate member of staff. Data will be held indefinitely. Under the Data Protection Act 1998, you have the right to request access to the information we hold about you. We may charge you a fee for providing this information. Signing below indicates that you have read this statement, and are happy for the College to use this information for the purpose described. A copy of the College's Data Protection Policy is available on request from the Human Resources Department.

Code of Conduct Statement

Effective organisations are those where staff work cooperatively together within a positive ethos and culture. Staff at Haileybury are expected to work together showing respect, courtesy and helpfulness, whatever the staff member's position in the College. Colleagues should try to see and appreciate what others are doing and appreciate that the provision that we offer our pupils can flourish only with the active assistance of all concerned.