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**Job Description – Communications Co-ordinator**

**Aim:** Under the direction of the Director of Development and External Relations, the Communications Co-ordinator is responsible for the planning, co-ordination and content creation for the School’s digital and print media, ensuring messaging is engaging, impactful and targeted at key audiences. Using a range of digital, advertising, publication and public relations skills, the Communications Co-ordinator will contribute substantially to enhancing the School’s external relations, fundraising and marketing activities.

**Reports to:** Director of Development and External Relations

**Hours:** 37.5 hours per week, 52 weeks per year.

This is a whole school role, and a flexible attitude to working hours is essential, as you will be required to work 'out of hours’ from time to time.

**Areas of Responsibility**

* Contribute to the development of effective internal and external communication strategies.
* Plan and co-ordinate the design, content, and production of all School digital and print communications.
* Work in collaboration with colleagues across the organisation to produce a variety of collateral, across development and campaigns, marketing, events, admissions and academic departments.
* Monitor media activity and prepare regular, detailed reports.
* Act as a brand guardian and ensure brand guidelines are implemented across all School communications.
* Record media coverage of events and features.
* Co-ordinate and regularly update the School’s websites, plan and create website content.
* Co-ordinate the School’s social media feeds on a day-to-day basis.
* Write and issue press releases.
* Organise and lead photo shoots.
* Maintain a photograph repository for the School.
* Liaise with design agencies and other external suppliers.
* Any other activity in support of the work of the Development and External Relations Department.

**Person Specification**

 **Specialist Knowledge and Experience**

* Excellent copy writing and proof-reading skills
* Excellent project management skills
* Good understanding and appreciation of key marketing principles
* Good understanding of the principles of public relations/communication
* Good presentation skills
* Understanding of the principles and practices of education marketing
* Experience developing and implementing communications strategy
* Experience with content management systems (CMS)
* Experience using software tools such as Photoshop and MS Publisher
* Proficiency in MS Office including Word, Excel, PowerPoint and SharePoint
* An understanding of the priorities of an educational establishment

**Interpersonal Skills**

* Proven ability to develop effective and supportive relationships with a variety of stakeholders
* High level of professionalism and integrity
* Discretion and respect for confidentiality

**Communication Skills**

* Experience of communicating confidently and effectively at all levels, verbally and in writing, adapting style to suit the audience
* Excellent verbal and written communication skills

**Organisational Skills**

* Excellent organisational skills: ability to organise and prioritise work, meet deadlines and work effectively under pressure

**Teamworking**

* Enthusiastic and proactive, a team-player whilst retaining ability to work under own initiative

**Flexibility**

* The ability to adapt successfully to changing demands and conditions.

**Special conditions**

* Appointment is subject to an Enhanced Disclosure & Barring check

**Child Protection Statement**

The post holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School’s Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the School’s Designated Lead for Safeguarding or to the Headmistress.

**The School values of Trust, Encouragement, Mutual Respect, Dynamism, Excellence, Innovation, Service and Balance should be followed to enhance working relationships and to benefit the whole School community.**

The duties and responsibilities contained within this job description may change from time to time according to the requirements of the role. This document is not intended to have a contractual effect.