

Digital Marketing and Communications Officer

Job Description and Person Specification

Post: Digital Marketing and Communications Officer

Responsible to: The Headteacher and the Governing Body of The Petchey Academy; under the day-to-day leadership of a Deputy Headteacher

Responsible for: No line management responsibility

Remuneration: PO1 (36,618 - 37,491 FTE)

Status: Term Time Plus 3 weeks Permanent

Purpose of the Post

- To proactively lead the digital communications, marketing, and development strategy through multichannel avenues and to manage the corporate image and public perception of the Academy.
- To build on the development and execution of the Academy's Marketing and Communications Strategy for the school, raising the profile of The Petchey Academy.
- To have the highest expectations of all students, using effective resources and methods to achieve the highest standards of learning and achievement for all students.

Specific Responsibilities:

Digital Communication & Marketing

Corporate Image and Strategy

- Responsibility for the overall marketing strategy of the Academy, ensuring it is line with the School Development Plan and key objectives;
- Support the School's strategy to help attract, retain and recruit students, including the Petchey Academy Sixth Form;
- Support staff in ensuring that all communications sent externally are written in the tone and image that the School would wish to portray;
- Develop new School literature as required ensuring it remains within the brand image the Academy wishes to promote (to include advertisements, new handbooks, development documents etc.);
- Manage existing School literature, ensuring it is updated as required.

Digital Communication & Social Media

- Develop & execute digital marketing strategy that ensures the academy's aims and achievements are well understood both by the whole academy community and by the wider world.
- Ensure regular postings throughout the year on all relevant social media platforms including Instagram, Twitter and Facebook and ensuring all postings are delivered in appropriate tone and "on-message" for the Academy;
- Support the Strategic Leadership Group with regards to maintaining and increasing pupil admission numbers through the use of targeted social media campaigns including driving attendance at Academy Open Days;

Academy Website and Portals

- Ensure the Academy website is the best possible advert for the Academy;
- Take responsibility for ensuring the website remains up to date at all times, ensuring all information and images are accurate and current;
- Ensure the content of the website always reflects the image the Academy wishes to portray;
- Be responsible for updating the website outside of working hours when required;

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- To oversee the use of the Academy's portals/hubs for parents, governors and staff, ensuring the information is in line with the Academy website and is kept accurate and up to date.
- Regularly explore further development of website to ensure compliance, accessibility & best practice

Parental Engagement and Communication

- Ensure the School maintains a focus on creating parent communication which is user friendly and helpful for parents;
- Oversee & approve all communications to parents
- Roll out & management of SIMS parent app
- Coordinate annual parent surveys

External Publications and Media relations

- Coordinate all marketing and publicity requirements such as adverts and press releases
- Maintain and develop good links with national & local press, publications and other media, through writing copy and placing articles
- Manage & develop all academy publications including prospectuses & student planners ensuring that they project an appropriate and consistent image of the academy
- Ensure that displays around the Academy promote positive achievement & support academy ethos

Budget

- To manage the marketing and publications budgets, ensuring best value and providing a service that 'does more with less'.
- Plan and manage the annual budget for publicity, advertising and PR activities

Management of Events, Educational Visits & Trips

- Management & communication of all academy events with a view to ensuring continuous improvement & contribution towards academy goals
- To lead on the creation of high quality literature and presentations for events, for example invitations, tickets and programmes.
- To attend appropriate events for the purpose of taking high quality photographs.
- To procure all necessary promotional items and awards for events and recruitment activities.
- Coordinating the Academy calendar to ensure best use of resources and avoiding clashes.

General duties

- To carry out other duties in line with the overall purpose and responsibilities of the post.
- To comply and actively promote academy policies, including Behaviour for Learning, Inclusion, and Health and Safety.
- To promote positive pupil conduct. To confront negative pupil conduct and take appropriate steps to deal with it.
- Develop high quality functional relationships across the staff, with families and external agencies; making regular contact and arranging meetings where necessary.
- Implement academy policy and procedure, particularly Inclusion, Safeguarding and Behaviour for Learning
- To deal with all telephone and personal enquiries efficiently and effectively, in a way that promotes a positive image of the academy.
- To be smartly dressed, establish a business-like environment and promote excellent relationships and a positive ethos when communicating with pupils, staff, parents and external contacts.

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Managing People

- Take part in the Performance Management process as a reviewee

Make a strong contribution to the day to day management of the Academy

- Ensure that Health & Safety and Child Protection procedures are strictly adhered to in the areas you are responsible for.
- Model the highest expectations and act as a strong presence around the academy
- Act as a role model for staff and students through personal and professional conduct.

Commitments

All staff must be fully committed to:

- the highest possible expectations of all students;
- equity, diversity, inclusion and social justice;
- safeguarding and promoting the welfare of children;
- their own professional and personal development.

EQUALITY AND DIVERSITY

The Petchey Academy is committed to promoting equality for all students and employees. Every individual will be treated with courtesy and respect and his or her contribution to the learning process will be valued. All employees are expected to understand and promote equality and diversity in the course of their work.

SAFEGUARDING CHILDREN

The Petchey Academy is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

All successful applicants will be requested to undertake an Enhanced Disclosure and Barring Service check.

A Section 128 check will be carried out on individuals applying for any role that retains or has been delegated any management responsibilities under the terms of a direction made by the Secretary of State for Education.

Note: This job description will be reviewed annually.

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Qualifications

1. Educated to a degree level or equivalent
2. CIM qualification (or part completion with a desire to complete) or equivalent marketing experience
3. Relevant leadership and management training received

Experience

4. Proven success in a marketing/communications role
5. Experience of copy editing and website content management
6. Experience of working as an administrator in a busy admin environment
7. Evidence of running or having key responsibilities in the delivery of a successful marketing campaign
8. Experience of speaking to press organisations and writing press releases
9. Evidence of managing a team and its priorities
10. Evidence of supporting and training senior leaders in effective communication
11. Experience in working in a school environment and knowledge of its challenges

Knowledge and Skills

12. The ability to inspire young people and to be a positive role model
13. Knowledge of website design;
14. Excellent use of English and able to proof read quickly and confidently;
15. Highly confident user of ICT including MS Word, MS Excel & MS Outlook;
16. Excellent communication skills and inter-personal skills;
17. Excellent presentation skills and an ability to bring people on board with ideas and strategies;
18. Ability to work under pressure;
19. Ability to use initiative;
20. Ability to plan and organise effectively;
21. High level of attention to detail and accuracy;
22. Highest regard for confidentiality.

Personal Qualities and Attributes

23. A commitment to the aims and values of community comprehensive education, the academy's vision and ethos, as well as to the implementation of equal opportunities policy and practice
24. The ability to establish effective and appropriate relationships with students and staff.
25. Is flexible, able to work under pressure and meet deadlines.
26. Understands the importance of professionalism and confidentiality.
27. Is a strong role model for staff and students.
28. Has a proven record of excellent attendance and punctuality.