

Wiltshire Council

School Support Staff

Job Profile

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| Reference : | SCH474 | Grade F |
| Job Title : | Press and Public Relations Officer | |
| Main Job Purpose : | To develop and implement an External Communications Plan for the school. To promote awareness of and interest in the school to increase the number of prospective students. To create a dynamic and contemporary image of the school that reflects its current strengths in all areas. | |

| Main Duties | |
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| 1. | Prepares the plans necessary to promote the school and implement the marketing strategy. |
| 2. | Assesses the opportunities for publicity provided by all school activities and takes appropriate action to maximise these opportunities, both within and beyond the school. |
| 3. | Develops close relations with local and national media, writes press releases and arranges photo shoots. |
| 4. | Designs, produces and updates school publications including the school prospectus, student and staff handbooks, and the monthly newsletter |
| 5. | Participates actively in the development of the website, ensuring it is up to date and accurate. |
| 6. | Co-ordinates display in the school, maintains all display boards to a high standard and prepares displays for special events and occasions. |
| 7. | Co-ordinates all arrangements for special school events including publicity, room bookings, front of house arrangements, refreshments, student guides |
| 8. | Manages the External Communications Budget in consultation with the School Business Manager. |
| 9. | Maintains close links with all who can assist in the promotion of the school, in particular, students, parents, the school association and local primary feeder schools. |
| 10. | Liaises with and advises relevant staff on the presentation of the school so that prospective parents and their children receive a positive impression of any materials from or visits to the school |

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| Supervision and Management |
| The job holder has no regular supervisory responsibility for staff but assists in work familiarization of peers and new recruits. |
| Creativity and Innovation (i.e. Problem Solving) |
| The jobholder must solve problems which occur in producing the output, plans and programmes that apply to the school's communication strategy; solves logistical problems involved in arranging events, and uses creativity in writing press releases and design of communications |
| Key Contacts And Relationships |
| <p>Senior School Team - Recommendation of policies. Organisation of events. Press releases Website.</p> <p>Other school staff - Content of press releases and publications. Arrangements for school events</p> <p>Press - Organisation of events. Press releases. Website. Distribution of publications.</p> <p>Other external contacts – Networking, promotion of school</p> |
| Decision Making |
| The job holder will be expected to make the day to day decisions about content of press releases, event organisation and publicity materials and to make recommendations about school communications policy. |
| Resources |
| The jobholder is expected to use school resources appropriately and with care, but is not personally accountable for their overall security. |
| Working Environment |

The job will mainly be office based.

There will be deadlines to meet for publications etc.

Knowledge and Skills

A high level of verbal fluency, interpersonal and communication skills

A good standard of ICT skills

The ability to work on own initiative and experience of marketing and/or journalism.