

**Job Description – Communications Officer**

**The Role**

**Location:** Foundation Office

**Accountable to:** Director of Marketing & Communications

**Direct reports:** N/A

**Hours of work:** 35 hours a week, Monday – Friday inclusive

**Contract:** Permanent contract

**Purpose of Role:**

The post holder will support the organisation in implementing a transformation programme across the Schools of King Edward VI by delivering a range of communications activities. This will include generating and maintaining the content on online platforms (e.g. our websites and social media). The role will also involve liaising with suppliers and internal stakeholders to produce print and electronic communications for internal and external stakeholders to support change management processes.

**Principle Duties and Responsibilities:**

1. Supporting project teams by contributing to the development of written, video and visual content for use across a range of media (online and offline)
2. Work with project managers to produce communications materials that support a range of change projects. This might include information packs, flyers, FAQ documents, “how-to” guides / videos etc.
3. To maintain the landing page of the Human Resources platform by keeping it up to date with the latest information for employees and ensuring that it is easy to read, attractive and informative
4. To maintain the organisation’s websites using a content management system
5. To maintain the content on the organisation’s social media platforms
6. To analyse and report on the performance of online platforms (including the websites and social media) using web analytics

**General Duties and Responsibilities:**

1. To develop a clear understanding of the Foundation’s vision, mission and strategic aims and to actively support these.
2. To remain up to date with the Foundation’s policies, procedures and code of conduct and uphold these at all times.
3. To identify and undertake relevant training to enable continuing professional development, where resources allow.
4. To prepare for and proactively engage in the performance development cycle with your line manager.
5. To attend appropriate internal and external meetings, as directed by your line manager.
6. To work in such a way as to minimise risks to data protection and to the environment.
7. To undertake such other duties as are agreed as being in keeping with the general nature of the job and its grade.

The post holder will be required to attend meetings and to travel off-site, and may be required to work some evenings.

The successful candidate will be required to fulfil an enhanced DBS check.

This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description. Job descriptions will be updated or amended from time to time to reflect such changes.

**Person Specification**

It is expected that candidates will be enthusiastic and knowledgeable about current and

emerging web technologies and digital marketing techniques. It is essential that the

post-holder has good planning, organisational and time management skills, pays scrupulous

attention to detail and is able to meet strict deadlines. Candidates must also be a good team

player and able to work effectively on their own initiative.

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| **Essential** | **Desirable** |
| **Knowledge and experience** | |
| * Good working knowledge and experience of Content Management Systems * Excellent knowledge of Microsoft Office including Outlook, Word, Excel and PowerPoint * Working knowledge of Photoshop * Working Knowledge of Google Analytics * Demonstrable experience in web content management or online   marketing role  Experience in writing and editing for the web   * Excellent working knowledge of the main social networking sites and a passion for social media and the web | * Working knowledge of X/HTML * Experience in the education sector * Experience of maintaining Intranet channels |
| **Qualifications** | |
|  | * Undergraduate degree (preferably in a related field) |
| **Skills** | |
| * Excellent written and verbal communication skills * Documentation skills * The ability to converse at ease with parents/pupils and members of the public and provide advice in accurate spoken English is essential for the post |  |
| **Competencies** | |
| * Proactivity * Delivering at Pace * Delivering Quality * Influencing and Persuading * Relating to People |  |