

JOB DESCRIPTION

JOB TITLE	Communications and Marketing Advisor
DEPARTMENT/SECTION	Communications and Marketing
SAFEGUARDING: <p><i>Forest School is committed to safeguarding and promoting the welfare of children.</i></p> <p>The postholder will be required to;</p> <ul style="list-style-type: none"> • Complete an Enhanced Disclosure and Barring Check (DBS). • Complete Child Protection Training. • Promote and safeguard the welfare of all children and young persons they are responsible for, or with whom they come into contact. 	
JOB OVERVIEW <p>The Communications and Marketing Advisor plays a key role in coordinating and delivering effective communication and marketing activities across the school. This role focuses on producing high-quality content, supporting campaign delivery, and ensuring clear and timely messaging for a wide range of internal and external stakeholders.</p> <p>The postholder will support digital and print communications, coordinate advertising and promotional efforts, and help maintain a consistent and engaging public presence for the school.</p>	
KEY RESPONSIBILITIES <p>Stakeholder Communication</p> <ul style="list-style-type: none"> • Coordinate the preparation and distribution of timely and relevant information to internal and external stakeholders. • Support regular communications using a range of channels, including newsletters, email bulletins, social media, and web content. • Work with departments and leadership to gather and share important updates, campaigns, and initiatives. • Contribute to the planning and delivery of stakeholder engagement activities and events. <p>Marketing Campaign Coordination</p> <ul style="list-style-type: none"> • Coordinate and support marketing campaigns that promote school initiatives, events, or recruitment efforts. • Liaise with colleagues and suppliers to prepare content and assets for print and digital advertising. • Manage campaign timelines, placements, and reporting for online and offline advertising. • Work with Admissions and other departments to promote key events such as Open Days <p>Digital and Social Media</p> <ul style="list-style-type: none"> • Help manage and maintain the school's social media presence with regular, engaging posts and updates. 	

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- Monitor engagement metrics and trends to improve content effectiveness.
- Keep digital platforms (e.g. the school website, newsletters) up to date with relevant content.
- Create social content that showcases school life and achievements.

Content Creation

- Produce written, visual, and multimedia content for use across school channels.
- Capture and edit photos and videos at school events for communications use.
- Maintain a content library and ensure alignment with school standards and tone of voice.
- Assist staff with creating and formatting communications materials where required.
- Ensure all content aligns with the school's branding and communication standards.

Event Communications

- Support the promotion and communications around school events, both internal and public-facing.
- Produce and coordinate marketing materials such as posters, invitations, signage, and programmes.
- Help deliver event coverage via social media and photography/videography.

General Administration

- Maintain marketing and communications schedules and records.
- Liaise with designers, printers, and other external suppliers to deliver materials on time and to brief.
- Assist with reporting and analysis of campaign outcomes.

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

This job description reflects the present requirements of the post and as duties and responsibilities change and develop, the job description will be reviewed and be subject to amendment in consultation with the post holder.

TERMS AND CONDITIONS

- Salary: competitive
- Hours: Full time, Monday to Friday.
Term time hours: 08.00 – 17.00.
School holiday hours: 08:30 – 15:30
- The post holder will be entitled to 30 days annual leave.
- Requirements to work occasional weekends and evenings for school events. The post holder will be expected to attend Open Morning and all staff InSET and Admissions days.
- Support staff are enrolled into a defined contribution scheme. Staff are required to make a minimum contribution into the scheme, amounting to 5%. The school will make a graduated employer contribution starting at 15.23%, based on length of service.
- Free lunches during term time and when working during the school holidays.
- Refreshments available in the Common Room throughout the day.
- Discounted membership of the Sylvestrian Leisure Centre.
- Assistance obtaining a parking permit.
- Employer death in service benefit
- Support with extensive CPD opportunities

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