

Marketing, Communications and Administration Officer

Reddish Vale High School

Main Purpose of the Job

The Marketing and Communications Officer is responsible for delivering and coordinating all marketing and communications activities for Reddish Vale High School. This will involve working with senior colleagues to develop clear and targeted campaigns to promote the values of the school to both internal and external audiences.

The role also involves supporting and providing advice to develop and implement our marketing and student recruitment plans as well as supporting with marketing campaigns using a variety of media.

Main duties and key responsibilities

- To act as a point of contact for both internal and external enquiries regarding school events and marketing issues.
- To build and maintain relationships with local press and write and circulate proactive good news stories and press releases to promote the school.
- Update the school website as required with news, and information, and review regularly to ensure information remains up to date, relevant and appealing.
- Ensure that school website meets statutory requirements. This will include an annual website audit and termly website health checks.
- Develop a social media strategy for the school and manage the social media accounts on a daily basis.
- Assist with the production of a regular parent newsletter and keep the school website and social media updated.
- To liaise with the Transition Coordinator in publicising Open Evenings and visits to Primary Schools to publicise Reddish Vale High School.
- To assist in the smooth running, co-ordination and promotion of Consultation evenings, Open Evenings and other school events.
- To assist in the production of the school prospectus.
- To ensure that the school environment is welcoming, fresh, vibrant and up to date for visitors and prospective new students.
- To develop a databank of information about the school including photography/images that can be used in support of articles and publications.
- Generate promotional materials for school events and exhibitions in order to raise awareness of the school brand.
- To support with the administration of in year admissions to the school, including managed transfers, in conjunction with the relevant member of SLT and the Local Authority.
- General Admin duties to include word processing, photocopying, filing, post, reception cover as required and commensurate with the grade of the post.

General Responsibilities

- To work within and ensure staff and student compliance with the School Health and Safety Policy.
- We are committed to the equal opportunities for all. Staff are expected to act in accordance with equal opportunities policy and practice.
- All staff must safeguard and promote the welfare of students. Staff must complete Safeguarding training as required.
- Carry out any other duties commensurate with the general responsibilities of the post.
- The post holder will be required to work occasional evenings e.g. Open Evenings, Marketing events. Advance notice would be given.

Required knowledge and skills

	Essential – These are qualities without which the applicant could not be appointed	Desirable – These are extra qualities which can be used to choose between applicants who meet all of the essential
Knowledge and Experience	<ul style="list-style-type: none"> • Can demonstrate a sound awareness of marketing practice. • Experience of work where interpersonal skills and communication activities were key accountabilities. • Experience of working as part of a team. • Experience in website design or administration. • Working knowledge and use of social media. 	<ul style="list-style-type: none"> • Marketing degree • Experience of working in a school or similar environment. • Background in marketing or public relations. • Working knowledge of communication technologies such as: Blogs, Virtual Reality, Social Networks, Google Tools, Podcasts, Cloud Computing, Digital Scrapbooking, Digital Storytelling.
Skills and Attributes	<ul style="list-style-type: none"> • Ability to precisely plan, organise and influence others so that events run smoothly and have the right people attending. • Able to represent the school positively. • Can evaluate success effectively. • Able to demonstrate drive to continuously develop communication abilities. • Ability to prioritise workload. • Excellent Customer Service skills • Good team player with a flexible, industrious attitude. • Able to show initiative and work positively under pressure. • Demonstrate good literacy, numeracy and analytical skills. • Commitment to working as part of a team and supporting the vision and ethos of the school. • High level of competence using the Internet, Word, Excel, Outlook and desk top publishing. 	<ul style="list-style-type: none"> • Evidence of continuing and relevant professional development. • Ability to build good relationships especially with press. • Can demonstrate an understanding of the role and importance of positive public relations.
Special Requirements	<ul style="list-style-type: none"> • Will need to do occasional work outside normal hours. • Will need to be able to travel to events and exhibitions outside of school. 	<ul style="list-style-type: none"> • Clean driving licence