



SIR THOMAS RICH'S SCHOOL

GLOUCESTER

JOB DESCRIPTION

JOB TITLE: **Marketing, Communications and Events Manager**

Salary:	Local Government Grade F (SCP Points 17 to 22)
Responsible to:	Teaching School Lead
Hours per week:	15 hours per week, term time only plus Inset days (39 weeks)
Holiday entitlement:	24 days excluding Bank Holidays (under 5 years' service) 29½ days excluding Bank Holidays (over 5 years' service)

1.0 Purpose and Scope

- To agree and implement a marketing and communications strategy to meet the short, medium and long term aims of Sir Thomas Rich's Teaching School Alliance.
- To manage the organisation and execution of Teaching School activities including training courses and events.
- To provide effective and efficient support to the Teaching School Lead.

2.0 Main Duties and Responsibilities

- To design, maintain, update, review and develop the Sir Thomas Rich's Teaching School website and the Sir Thomas Rich's page of the Gloucestershire Teaching Schools Network website.
- To produce press releases and to pursue opportunities for showcasing the Teaching School's successes in the media e.g. local press.
- To advise on aspects of Teaching School presentation and branding and to oversee and promote the Teaching School's use of media devices such as Twitter.
- To plan, develop and create a range of promotional materials for the Teaching School including brochures and newsletters.
- To conduct market research in order to identify current and future opportunities to fulfil the three strands of the Teaching School: Continuing Professional Development, School to School Support and Initial Teacher Training.
- To create and manage plans for Teaching School events including liaison with delegates and costing.
- To co-ordinate Teaching School events including administration, refreshments, venue hire, parking etc. ensuring that health and safety and legal obligations are followed.
- To maintain records and produce reports of Teaching School activities.

2.1 Additional Responsibilities

- Take minutes of Teaching School Alliance meetings.
- Liaise, as necessary, with partner schools and other schools, DfE, NCTL and other agencies on behalf of the Teaching School Lead.
- General office duties including filing, data entry, typing, record keeping, etc.
- Work closely with team of support staff on whole school administration.

3.0 Qualifications/Experience

- High standard of personal skills with a detailed working knowledge of Microsoft Office including word, excel, outlook and publisher.
- Marketing qualification or degree level education or relevant experience.
- GCSE, or equivalent, Grade C or above in English language and mathematics.
- Ability to act with complete confidentiality and discretion.
- Professional and pleasant manner.
- Proven experience of office procedure and practices.
- Excellent organisational skills.
- Excellent communication skills, both written and oral.
- Ability to manage a variety of competing priorities and meet deadlines, delegating and co-ordinating work where appropriate.

4.0 Liaison with

Teaching School Lead, Teaching School Alliance members, Gloucestershire Teaching School Network members, Finance Manager, Commercial Lead.

5.0 Supervision Received

Responsible to the Teaching School Lead

6.0 Special Conditions

- The post-holder will be required to work outside the normal working hours to attend events as required.
- At peak times of the year, more than 15 hours may be required. By prior agreement with the Headmaster, some flexibility to work less hours at quieter times can be arranged, in lieu.

This job description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations and additional tasks are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.