



Job Description: Press & Communications Officer

This role reports to the Marketing & Communications Manager

Hours of work: Negotiable

Scope of role

We are seeking a dynamic and experienced Press & Communications Officer to join our busy Marketing and Communications team at James Allen's Girls' School. Ideally, the suitable candidate will have experience working in the education sector, although this is not essential.

This post will be responsible for the internal and external communications for the whole school and its community, including the Senior School, Prep School, Pre-Prep and alumnae.

Main responsibilities:

- Generating stories around achievements, events and activities of the school and its community for both internal and external circulation
- Devise and implement proactive media campaigns
- Preparing and writing articles and press releases
- Handling enquiries from journalists and other media
- Co-ordinating events, interviews and press conferences
- Monitoring coverage of the school and its community within the media
- Developing relationships with key target media
- Advise senior staff members on written responses to the media
- Respond to the media during crisis events
- If required work evenings or weekends
- Such other duties associated with the post as reasonably required.

Key skills and experience:

Essential

- Demonstrable experience working as a press officer or within PR
- Excellent communication skills (both orally and in writing)
- Excellent interpersonal skills
- Excellent proof reading skills
- Good IT skills
- Ability to prioritise and plan effectively
- Good understanding of media agendas
- Creativity
- Work well as part of team

Desirable

- Training in media awareness and/or media interaction
- Experience working within the Education sector
- Diploma in Public Relations or similar

Equal Opportunities

It is the policy of the school to provide equal opportunities for all qualified individuals regardless of race, colour, religion, ethnic or national origin, sexual orientation, age, gender, medical condition or disability.

Child Protection

All staff have a responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible or with whom they come into contact and to adhere to and ensure compliance with the school's Child Protection Policy at all times.

Last update May 2017