

Job Description: Communications Officer

Role Title	Communications Officer
Salary Scale	Scale 4
Reporting to	Director of Administration, Communications and Marketing
Role Profile: The below profile describes the general nature of the work to be performed. It is not intended to be a detailed list of all duties and responsibilities which may be required. The role will be further defined by annual objectives, which will be developed with the role holder. The School reserves the right to review and amend roles and responsibilities in the interest of pupil and school needs. Duties: Please note that this list of duties is illustrative of the general nature and level of responsibility of the role. It is not a comprehensive list of all tasks that the postholder will carry out. The postholder may be required to do other duties appropriate to the level of the role, as directed by the Head Teacher.	

Purpose of Post

Kingsford Community School is seeking an exceptionally organised administrator with strong design skills and a passion for effective communication, to support the school in ensuring effective communication with all stakeholders within and outside the school, including parents, pupils, staff, alumni, partners and other schools. Working alongside a talented team in an dynamic, diverse environment, the Communications Officer is responsible for the implementation of the School's marketing and communication activities.

Communications

- To draft, edit and disseminate school communications including parent emails, newsletters and social media posts, as directed by the Director of Administration, Communications and Marketing.
- To proactively source news stories by establishing effective channels of communication within the school.
- To design posters, leaflets and electronic materials for use within the school.
- To coordinate, draft and publish stories and content for the school's communication channels including its regular newsletters, website, news blog, staff portal, parent portal, social media and digital signage platforms.
- To develop and update the school's communication systems, including website, parent portal and staff portal, and ensure that all information is relevant, current, representative of the breadth of the school's work, and that it meets the needs of stakeholders.
- Produce and edit the weekly staff bulletin.
- Provide editorial content for publications such as the school prospectus, leavers' book and annual review, under the guidance of the Director of Administration, Communications and Marketing.
- To maintain an accurate digital archive of school events, to support the production of termly, annual and commemorative publications.
- To act as a brand guardian, ensuring that the school's house style and branding guidelines are used effectively and consistently in communications across the school, reviewing and formatting documents and updating displays where necessary.
- To ensure that school communications meet statutory requirements.

Administration and Parent Engagement

- Support the administration of parent evenings and parent events, ensuring that effective communication and use of software facilitate their smooth implementation.
- Track and provide information to the school's leadership team on parent engagement.
- To be responsible for general emails received by the school, including emails from parents, re-directing them and ensuring they receive a response.
- To liaise closely with parents and the school's data and admissions teams to ensure that parent contact details are always accurate and recorded across all systems in line with data protection requirements.
- To support the administration of the school's parent apps, ensuring that content is kept up to date at all times, and providing training and assistance for parents and staff as required.

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Digital Marketing

- To maintain a digital photographic library, proactively taking photographs at events or organising professional photography as required.
- To produce reports on visits to the school, including the provision of photography.
- To produce press releases and liaise with the press to ensure appropriate coverage of the school's achievements.
- Following the school's communications calendar, ensure that the school's social media and website blog accounts are actively managed and monitored.
- Prepare regular reports on analytics for the school's website and social media channels.
- Support the school's arrangements for surveys and the analysis of survey data.

General

- To promote the school vision and contribute to meeting the key priorities in the School Development Plan.
- To undertake organisation of events as directed by the Head Teacher, including virtual and in-person events.
- Any other task as reasonably requested by the Director of Administration, Communications and Marketing or Leadership Team
- To work outside of set working times to provide in-person support at events as required.
- To assist other staff within the school, as directed by the Head Teacher, to meet school needs.

Behaviours

Agile	Is adaptable, flexible and reflective.
Collaborative	Works effectively and inclusively both within and outside of the organisation so that individuals, teams and the learning community can benefit from shared capacity and knowledge.
Communicative	Communicates easily, eloquently and professionally, in writing and in speech. Communicates effectively with staff at all levels, and is able to demonstrate empathy in all communications.
Creative	Proactively produces original, interesting, attractive and engaging work, whether written or visual.
Emotionally intelligent	Manages and uses emotional intelligence when problem-solving and considers new innovations and change. Demonstrates confidence and the ability to negotiate, challenge and influence alongside empathy, diplomacy, approachability and resilience. Demonstrates both contextual and professional self-awareness.
Organised	Takes an organised and logical approach to competing priorities.
Perceptive	Is able to analyse various sources and be attune to the needs of the school and its audiences, adapting communications accordingly. Has great attention to detail while keeping the bigger picture firmly in view.
Resilient	Thrives on challenge and enjoys working in a fast-paced environment.
Resourceful	Uses resources, information and knowledge to overcome obstacles and finds creative/ innovative solutions to develop self, team and the school.

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Person Specification: Communications Officer

Specification	Essential (E) or Desirable (D)	How Measured A = Application Form I = Interview
Qualifications		
Educated to Degree Level (First /2:1 level)	E	A
A degree related to media or communications	D	A
Evidence of further relevant vocational training	D	A
Experience		
Administrative experience, preferably in an educational establishment	E	A
Experience of writing and publishing in a professional context	E	A
Experience of completing substantial academic or professional research projects	D	A
Effective liaison with external agencies	D	I
Experience in a customer service setting or role	D	A
Skills and Abilities		
Ability to use carry out a range of research methods and to communicate clearly and effectively to a variety of audiences	E	A/I
High-level use of Excel, PowerPoint and Word to present data and to communicate effectively	E	A
Excellent knowledge of the English language	E	A/I
A professional manner over email and phone	E	A/I
Ability to shoot and edit both film and photos	D	A/I
Ability in graphic design and presentation, including use of Canva and at least an intermediate knowledge of Adobe CC software	E	A/I
Ability to manage and update websites	D	A/I
Ability to track and develop Search Engine Optimisation (SEO)	D	A/I
Knowledge and Understanding		
Knowledge of the British education system, particularly in the areas of Secondary teaching and the needs of pupils and communities in Newham	D	I
Knowledge of legislation regarding copyright laws, GDPR and educational practices	D	I
Understanding of appropriate use of social media and knowledge of virtual event platforms, such as Microsoft Teams and Zoom	E	A/I
Commitment to and Understanding		
Commitment to participating in on-going CPD and fulfilling the requirements of Equal Opportunities practice throughout the school including the Local Authority's policy of inclusive education Safeguarding policy and procedures.	E	I