Job Description

**Job Title: Communications, Marketing and Media Manager**

**Scale**: SO1 (Range 29-31)

**Accountable To:** School Business Manager

**Contract**: Permanent, Term time only plus two weeks in the summer holiday (for exams results), equivalent of 4 days per week (hours by agreement)

# Job Purpose

To further development of all aspects of marketing, branding, communications and PR.

To communicate with stakeholders including; governors, current parents, staff, current pupils, prospective parents and families, and corporate sponsors in a variety of forums and media. Ensuring that all communications reflect the educational provision of the school and its ethos.

To innovate, create and establish fresh marketing and communication initiatives and further develop effective and innovative admissions strategies.

# Brand, Reputation, Strategy & Budget

* To be creative in effective management of the marketing budget ensuring excellent value for money and budgetary control.
* In liaison with the Headteacher, to ensure there is a clearly defined and communicated Westminster City School brand and that it is used across all media channels
* To advise and support staff and pupils on Westminster City School brand management, ensuring consistency of style and message.
* To facilitate/ support in the delivery of school events including logistics, photography etc and resulting communications.
* To provide timely analysis and recommendations on outcomes from admissions and other marketing activity to the Leadership Group (LG) and Governing Body.
* To keep abreast of initiatives which are being developed by competitor schools, making and implementing proposals in response to the changing marketing landscapes.
* To engage with colleagues in order to identify all promotional opportunities and to assist them in producing materials for use in communications (photographs, student voice etc.)

# Communications, across all media:-

* To ensure communications messages are accurate, timely and consistent.
* To be responsible for collating and implementing the use of film, video, digital signage and photography.
* To assist in the review of the effectiveness of communications, providing analytics to evidence outcomes.
* To liaise with staff to ensure an even representation of academic and co-curricular life across all forums.
* To proofread, edit and create accurate and engaging copy from a range of sources.
* To research and compile data for marketing and press purposes such as league tables.

## Publications/Collateral

* To keep the school prospectus and associated materials up to date (including electronic versions).
* To collaborate, create and edit articles and photographs/illustrations for the termly school newsletter.
* To design and deliver in-house publications as required, ensuring effective stock control.
* To liaise with designers and design- agencies, web developers, printers and other suppliers as required – to include film, print media, mailing-houses, outdoor media agencies and others as required

## Website and Social Media

* To monitor, develop and maintain the school’s website ensuring that it is an innovative and true reflection of the academic and co-curricular life of the school.
* To lead on the selection of web-site platform and partner organisations.
* To oversee the school website so that it meets all of the schools’ statutory and legal requirements.
* To be responsible for developing and implementing a social media strategy across all platforms including Facebook, Twitter, Instagram and other appropriate media (including new media, as they emerge).
* To be aware of research, developments and best practice in social media, SEO and web content.

## E-Newsletter & Parental Communications

* To develop and implement a school-wide parent communications strategy that meets organisational objectives and overall strategy.
* To plan proactively, edit and write content for a variety of internal communications mediums, notably the weekly e-newsletter. To manage the execution of email marketing campaigns to key audiences.
* To prepare and issue parental surveys and to synthesise the results for the Leadership Group.

# Events

* To work collaboratively in planning a co-ordinated, well targeted school programme of events in school and externally e.g. feeder primary schools and secondary schools, assist in delivery of such events.
* To develop materials for use at events including primary school events to promote the school.
* To work with admissions and academic staff to ensure that the school is being effectively marketed at primary school and other events relevant to the role and to participate in open events for prospective pupils/students.
* To monitor admissions data, compiling post-open event data and analysis.

# Display & Digital Signage

* To ensure signage, branding, buildings, displays and digital signage content is up to date and engaging.
* To recommend, source and purchase suitable promotional items.
* To monitor and update signage around the school site.
* To pro-actively monitor noticeboards and other display areas around school, supporting department Heads to ensure these are kept up to date and are of a high standard, where necessary installing content.
* To generate content for display boards in circulation spaces and non-departmental content
* To deliver designed content to Reprographics staff for production and installation.

**Photography & Film**

* To be responsible for the digital photographic equipment and resources.
* To be responsible for organising the digital photographic resource library.
* To take photographs at school events as well as liaising with, and booking, professional photographers for special events.
* To liaise with photographers and school staff to set up photo shoots

# Press, Media and Advertising

* To be responsible for planning, creating and evaluating all above the line advertising and manage it on a day-to-day basis for the school working with outside agencies as appropriate. Raise the profile of the school locally, regionally and nationally. Ensure that there is a consistent message across all forms of media.
* To create advertising schedules and ensure that copy/artwork is written and designed according to specifications and deadlines.
* To be responsible for promoting the image of the school and quantifiably, increasing the level of penetration in selected media.
* To draft press releases in order to obtain media coverage locally, regionally and nationally.
* To ensure adherence to the requirements of the school’s critical incident plan
* To be responsible for editorial features and local and national publications including education titles etc.

# Other duties and responsibilities

* Staff and volunteer management - involvement in training and managing staff and student editors/contributors.
* To assist SBM to ensure that the school complies with the Data Protection Act and GDPR regulations for all aspects of the school’s marketing activity.
* To undertake training to develop further all aspects of the school’s marketing systems and to train other staff on such systems.
* The post holder may be expected to perform from time to time any other reasonable duties commensurate with scale, skills and experience as directed by the Headteacher.