

Job Profile

Insert School				
Job Number	Post Title	Grade	Points	Date
AA6929	Administrative and Marketing Manager	Grade 6	449 NJC	Nov 2011

Reporting Relationships

Responsible to: Designated member of the Senior Leadership Team

Statement of Purpose

Under the direction of senior management, to deliver an effective administrative service to include the design and production of school documentation and marketing material, thus ensuring a consistent and effective corporate image is delivered for the school.

Support to the Organisation

- To use ICT equipment to produce high quality documentation for the school to include artwork, photographs and documents.
- To design and prepare the school prospectus.
- To take responsibility for the quality and standard of all documentation sent out from the school through proof reading and editing.
- To maintain and update the school website.
- To produce print ready artwork appropriate for specific school documentation.
- To update appropriate areas of the school Virtual Learning Environment (VLE).
- To keep school plasma screens updated with relevant information.
- To liaise with relevant stakeholders to ensure accurate and consistent data and imagery is utilised.
- To market the school through the appropriate media channels, reporting on events, competitions and visits, as necessary.
- To produce the school calendar, liaising with senior management and relevant staff members on key dates.
- To provide support, where required, in relation to school activities or events.
- To ensure that the school complies with the following legislative requirements:
 - Data Protection;
 - Copyright;
 - Freedom of Information

Support to Finance

- Monitor and manage administrative supplies for the school.
- Manage the publicity budget and liaise with the Finance Officer on ordering, invoicing and reporting.

Support to Administration

- To line manage administrative staff and ensure that office priorities are met.
- Liaise between managers / teaching staff and support staff.
- To ensure that administrative support to teaching staff is efficient and timely.
- To train and develop staff as appropriate.

Professional Accountabilities (this list is not exhaustive and should reflect the ethos of the school)

The post holder is required to be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person. In addition they are to contribute to the achievement of the school's objectives through:

Safeguarding

- Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with.

Financial Management

- Personally accountable for delivering services efficiently, efficiently within budget and to implement any approved savings and investment allocated to the service area.

People Management

- To comply and engage with people management policies and processes
- Contribute to the overall ethos/work/aims of the school.
- Establish constructive relationships and communicate with other agencies/professionals.
- Attend and participate in regular meetings.
- Participate in training and other learning activities and performance development as required.
- Recognise own strengths, areas of expertise and use these to advise and support others.

Equalities

- Ensure that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

- Delivering energy conservation practices in line with the County Council's corporate climate change strategy.

Health and Safety

- Ensure a work environment that protects people's health and safety and that promotes welfare and which is in accordance with the County Council's Health and Safety policy.

Note 1:

The content of this job description will be reviewed with the post holder on an annual basis in line with the School's performance and development review policy. Any significant change in level of accountability that could result in a change to the grade must be discussed with the post holder and the relevant trade union before submitting for re-evaluation.

Person Specification **Office and Marketing Manager** **Level 3**

Minimum Criteria for Two Ticks *	Criteria	Measured by
	Experience <ul style="list-style-type: none"> • Experience of working in a design and/or marketing environment. • Experience of printing processes and limitations, along with high quality presentations and finishing techniques. • Experience in latest software design packages, i.e. Adobe CS5, QuarkXpress. • Experience of managing an administrative team. 	AF
	Qualifications/Training <ul style="list-style-type: none"> • NVQ level 3 or equivalent in appropriate graphic design or marketing discipline. • Excellent English language skills. 	I
	Knowledge/Skills <ul style="list-style-type: none"> • Excellent written and verbal communication skills. • Knowledge of financial procedures and processes • Imaginative and creative flair. • Excellent understanding and ability to use relevant equipment/technology. • Able to manage and motivate administrative staff, as well as work as part of a team. • Methodical with an attention to detail. • Good organisational, planning and prioritising skills. • Ability to work under pressure and tight deadlines. • Project management skills. • Able to produce high quality written material for the web. 	AF/I
	Behavioural Attributes <ul style="list-style-type: none"> • Demonstrates a 'can do' attitude. • Committed to the continuing improvement of the service. • Adaptable to change. • Effective communicator. • Committed to the continuous development of self and colleagues by keeping up-to-date and sharing knowledge, encouraging new ideas, seeking new opportunities and challenges, open to ideas and developing new skills. 	AF/I

A = Assessed at Application

I = Assessed at Interview

T = Assessed through Test

Note 1:

In addition to the ability to perform the duties of the post, issues relating to safeguarding and promoting the welfare of children will need to be demonstrated these will include:

- ***Motivation to work with children and young people.***
- ***Ability to form and maintain appropriate relationships and personal boundaries with children and young people.***
- ***Emotional resilience in working with challenging behaviours and***
- ***Attitudes to use of authority and maintaining discipline.***



If a disabled person meets the criteria indicated by the 'Two Ticks' symbol and provides evidence of this on their application form they will be guaranteed an interview.

We are proud to display the **Two Ticks Symbol**, which is a recognition given by Jobcentre plus to employers who agree to meet specific requirements regarding the recruitment, employment, retention and career development of disabled people.

If you need a copy of this information in large print, Braille, another language, on cassette or disc, please ask us by contacting the
SSC Recruitment Team on 01785 276480