



# **Job Description and Person Specification**

## **Role**

Communications Development Officer

Shared Services Team

Grade: Scale 3

Reporting to: Development Manager

The Saint John Southworth Catholic Academy Trust is committed to creating a diverse workforce. We will consider all qualified applicants for employment without regard to sex, race, religion, belief, sexual orientation, gender reassignment, pregnancy, maternity, age, disability, marriage or civil partnership.

# Job Description

## Corporate Responsibilities

- To contribute to a working environment underpinned by the principles of Catholic Social Teaching
- To ensure probity, propriety and adherence to the Nolan Principles both in personal conduct and throughout the Trust
- To comply with policies and procedures relating to safeguarding and report any such suspicions, no matter how small, to the Designated Safeguarding Lead or in the case of concerns about a member of staff, the Headteacher
- To comply with all other policies, procedures, working practices and regulations, in particular, Equality and Diversity, Health and Safety, Confidentiality, Data Protection and Financial Regulations in line with our Scheme of Delegation
- To be accountable to and carry out any reasonable request from the Headteacher(s) / Line Manager

This is a school-based role that will involve contact with children.

## Key Duties and Responsibilities

- To collaborate with the Development Director and Development Manager to develop and implement marketing strategies that promote the Trust's fundraising initiatives and communicate its mission
- To maintain core website functions across all Trust school websites and the main Trust website, ensuring content is up to date, engaging and consistent
- To build and nurture the Trust-wide community through social media platforms and the schools' community networks as agreed with the Development Director
- To produce and coordinate the creation of Trust collateral, including admissions campaigns, digital marketing, prospectuses and other key publications
- To oversee communications for the Cardinal Vaughan Memorial School specifically, including the weekly newsletter, annual review and social media presence
- To manage the production and distribution of termly newsletters for the Trust
- To ensure meticulous attention to detail in all communications and promotional materials, maintaining the Trust's professional standards and Catholic ethos
- To assist with the organisation and delivery of fundraising events, including planning and directing photography to support promotional materials
- To design and execute communication strategies to engage and grow the alumni communities of the secondary schools within the Trust

## Professional Development

- To be committed to own professional development
- To establish and participate in training opportunities, meetings and networks to support and maintain excellent skills, techniques and knowledge

- To seek feedback and act on it to improve performance within and beyond formal coaching and appraisal opportunities
- To undergo regular observations and participate in regular in-service training (INSET) as part of continuing professional development (CPD)

### **Fluency Duty**

In line with Part 7 of the Immigration Act 2016, the Government has created a duty to ensure that all Public Authority staff working in customer facing roles can speak fluent English to an appropriate standard. For this role, the post holder is required to meet the advanced fluency level. The post holder should demonstrate they can:

- Express themselves fluently and spontaneously at length effortlessly
- Explain difficult concepts simply without hindering the natural smooth flow of language
- Take responsibility for promoting high standards of literacy, articulacy and the correct use of standard English in the Trust

We are committed to safeguarding and promoting the welfare of children and we expect all staff to share this commitment. All successful staff will undertake an Enhanced Disclosure and Barring Service Check with Children's Barred List.

This post is exempt from the Rehabilitation of Offenders Act (ROA) 1974. The amendments to the ROA 1974 (Exceptions Order 1975, (amended 2013 and 2020)) provides that when applying for certain jobs, certain spent convictions and cautions are protected and they do not need to be disclosed to employers. If they are disclosed, employers cannot take them into account. Guidance about whether a conviction or caution should be disclosed can be found on the [Ministry of Justice website](#) and further information about filtering offences can be found in [DBS filtering guide](#).

The Trust is committed to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Date: July 2025

This job description is illustrative of the responsibility of the post and not necessarily a comprehensive list of tasks.

Post holders are expected to undertake work in line with the level and pay band of the post determined by the Line Manager.

This job description will be reviewed with the post holder in relation to need or on an annual basis through appraisal and whole-Trust review of strategy and effectiveness.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Person Specification

	Essential Requirements	Desirable Requirements	How Identified
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Minimum of five GCSEs (A-C/4+) including English and Maths or equivalent e.g., Adult Literacy/Numeracy at level 2</li> <li>• Level 3 qualified or equivalent experience in fundraising, communications or a related field</li> <li>• Evidence of relevant CPD activities</li> </ul>	<ul style="list-style-type: none"> <li>• Qualification in marketing, communications or digital media</li> </ul>	<ul style="list-style-type: none"> <li>• Application</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience managing website content and digital communications</li> <li>• Experience producing newsletters, publications, and promotional materials</li> <li>• Experience managing social media platforms and online communities</li> </ul>	<ul style="list-style-type: none"> <li>• Awareness of Multi-Academy Trusts / working across sites</li> <li>• Awareness of Catholic Academy Trusts</li> <li>• Experience in event photography or directing photography shoots</li> <li>• Familiarity with admissions marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
<b>Knowledge, Skills and Ability</b>	<ul style="list-style-type: none"> <li>• Proficiency and skill in using graphic design tools and software to create visually appealing and professional designs</li> <li>• Can work constructively as a part of a team to deliver excellent service</li> <li>• Excellent communication and interpersonal skills to work collaboratively with the full range of</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of content management platforms and social media management tools</li> <li>• Understanding of Catholic education and ethos</li> </ul>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> <li>• References</li> </ul>

	<p>the organisation's stakeholders</p> <ul style="list-style-type: none"> <li>• Ability to work with agility and add capacity in the Trust</li> <li>• Effective ICT skills and knowledge of Microsoft Office</li> <li>• Ability to interpret qualitative and quantitative data</li> <li>• Excellent customer service skills and the ability to understand the needs of the business</li> <li>• Excellent organisational and time management skills and the ability to prioritise work for oneself and others to meet deadlines</li> <li>• Ability to disseminate knowledge and good practice to other members of staff</li> </ul>		
<b>Character and Values</b>	<ul style="list-style-type: none"> <li>• High commitment to safeguarding and promoting the welfare of children</li> <li>• Excellent record of attendance and punctuality</li> <li>• Have self-motivation and personal drive to complete tasks to the required timescales and quality standards</li> <li>• Commitment to continuous self-development</li> <li>• Understand the importance of work/ life balance</li> </ul>	<ul style="list-style-type: none"> <li>• Interest in the Trust's wider role in its communities</li> </ul>	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> <li>• References</li> </ul>

**Personal  
Circumstances**

- Legally entitled to work in the UK
- Ability to perform all duties and tasks with reasonable adjustments, where appropriate, in accordance with the Equality Act 2010
- Flexibility to support out of hours activity on occasion

- References
- Interview