



Job Title: **Communications Officer**

Salary Grade: **Grade 6 (SCP 7 -11) £16,885 - £18,276**

Line Manager: **Communications and Marketing Manager**

Start Date: **February/March 2022**

Purpose of the post:

- Support the broad communications, marketing and events of the school under the guidance of the Communications and Marketing Manager
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Key responsibilities:

- Actively promote and develop a positive image of the school through contact with staff, parents, students and the wider community
- Contribute to the delivery of high-quality events including performances, open evenings and stakeholder/community events, including managing some elements of event planning, administration, staffing and technical support
- Create engaging written content including writing social media posts, newsletters, web content, magazine articles, printed materials
- Maintain, develop and monitor the school's media channels including Facebook, Twitter, Instagram, YouTube and LinkedIn to promote the school and engage its stakeholders
- Take, edit and select photographs for a range of purposes
- Undertake design work such as posters, displays and social media graphics
- Manage and maintain systems to support the efficient operations of the communications team, such as resources, internal/external communications, workflow and deadlines, contact and address lists, the photo library, the school calendar, and the community use calendar
- Work with students for relevant purpose, such as photography, filming and newsletters
- Engage, maintain and develop links with stakeholders including staff, students, parents, alumni, business and the wider community
- Provide admin support to all areas of the school as directed by the Senior Leadership Team ensuring that all internal and external documents are proof read and produced in our house style
- Attend and minute at meetings as required, for example Student Council and Staff Meetings
- Meet and greet visitors to school for special events and support reception staff to direct to appropriate place
- Liaise with School Governors and the School Clerking service to support aspects of school governance. Ensure Local Governing Board information is compliant on all systems
- Active monitoring of policies and procedures so that they remain up to date; liaise with appropriate members of staff; and ensure current documents are displayed on the school website/staff area
- Act as the named person for complaints directing any correspondence to the relevant member of staff and maintain a register of complaints
- Support the Business Manager with Freedom of Information and Subject Access requests, and liaise with the Trust's Data Protection Officer as required

Other activities

- Support on reception when required
 - Ensure common office spaces are maintained to secure an effective working environment
 - To attend and contribute towards team meeting as required
 - Ensure quality and customer care standards are developed and maintained
 - Undertake duties in accordance with school practices and procedures, and uphold the school's core values at all times
 - Work both as part of a team or independently, prioritising work-streams and meeting deadlines
 - Support the Business Manager with Freedom of Information and Subject Access requests
 - Maintain information in a sensitive and confidential manner in accordance with school and Trust policy, and in accordance with Data Protection legislation
 - Occasional evening or school holiday work may be required, with time given in lieu
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Other Specific Duties

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task may not be identified. Employees will be expected to comply with any reasonable request from the Headteacher to undertake work of a similar level that is not specified in this job description.

This job description is current at the date shown. It will be reviewed at least annually and, in consultation with you, it may be changed by the Headteacher to reflect or anticipate changes in the job commensurate with the grade and job title.

We are committed to safeguarding children, young people and vulnerable adults. All staff and volunteers are expected to behave in a way that supports this commitment and are subject to an enhanced DBS check.

Person Specification

To be assessed through application, reference and interview

Criteria	Essential	Desirable
Qualifications		
Functional literacy and numeracy skills – GCSE Grade C or above in English and Mathematics (or equivalent)	✓	
NVQ Level 4 (or equivalent) or ability to work at that standard	✓	
Recent and relevant training or CPD	✓	
A full driving licence		✓
Experience		
Experience of working with computer packages and databases (e.g. Microsoft packages, presentations, digital media)	✓	
Experience of working with a school Management Information System (MIS) (e.g. Arbor, SIMS)		✓
Demonstrable interest and experience relevant to communications, media and events	✓	
Previous experience of working with children (preferably within a school setting)		✓

Experience of quality assurance processes		✓
Knowledge and skills		
Appreciation of the need to maintain strictest confidentiality about matters concerning school and how this relates to the duties of the post	✓	
Ability to deal with sensitive and confidential information and respond positively to the demands of the workload	✓	
Ability to communicate clearly and articulately when dealing with children, parents, staff and the wider community	✓	
Practical creative skills such as design software, photography, art, craft, creating displays	✓	
Excellent standard of copywriting with the ability to match tone appropriately and explain complex information clearly	✓	
Capable of managing a busy workload and the ability to prioritise	✓	
Commitment to continuous professional development	✓	
Personal Qualities		
Commitment to promoting the ethos and values of the school and getting the best outcomes for all children	✓	
Passionate belief in the potential of all young people	✓	
Ability to work independently and also as part of a team	✓	
High expectation of self and others	✓	
Effective and developed interpersonal skills	✓	
Listen to and reflect on feedback from others	✓	
Excellent punctuality and attendance	✓	
Energy, imagination, enthusiasm and dynamism	✓	
Integrity, loyalty and personal commitment	✓	
Sense of humour and ability to maintain a sense of perspective	✓	