

Communications Officer

Accountable to:
CEO of IFtL

Grade:
NJC Scale point F

Job Description

Responsibilities:

- Ensure that the Trust communicates with its key stakeholders, and in third party communications / media in a way that reflects its vision and values and to be responsible for the day-to-day expression of our corporate identity and personality
- Be the point of contact for all things relating to the Trust's brand and identity, supporting colleagues across the Trust in using the Trust's 'tone of voice'
- Lead and support others in their usage of branding guidelines.
- Work with stakeholders across the Trust to proactively source and create content and case studies for a range of internal and external uses
- Create engaging, creative, well-written material (and edit copy provided by others) for a variety of media including website, regular newsletters and 'all-colleague' communications, press articles and social media
- Working with others, use a variety of appropriate means to regularly assess the level of engagement through existing channels and take action to develop this further in a meaningful way
- Working in line with our Trust annual calendar and PR plan, effectively engage stakeholders with key messages for celebrating life within our Trust and raising levels of engagement
- Liaise with PR support sharing content and assisting in the delivery of the PR plan
- Raise the profile of and develop the Trust's online presence, including through the effective use of social media as a marketing and communication tool.
- Responsible for the maintaining and development of Trust social media channels to raise the profile of the Trust and celebrate the activity of its schools / departments
- Manage and oversee the upkeep of the Trust's websites with regular news updates and high standards of website management
- Monitor the Trust and school websites to ensure they meet statutory requirements and report on such
- Support Trust schools in their use of social media and websites, providing training for new school based staff

- Create / assist with the creation of Trust digital and hard copy publications, liaising appropriately with designers, printers, photographers and film makers
- Monitor spend against budget of projects

Other responsibilities for the role:

- Assist with market research / developing surveys etc
- Assist in planning, implementing and evaluation of other marketing initiatives and contribute to the on-going process of developing the Trust's marketing strategy
- Support with organisation of events, particularly the Trust wide annual conference
- Build and maintain excellent relationships
- Monitor and action emails from shared communications inboxes

As a member of the IFtL central team you will:

- Lead by example, providing inspiration and motivation, and embody for our children, families, colleagues, governors and the wider community the vision and values of the Trust
- Ensure equal opportunities for all
- Be committed to safeguarding and to promoting the welfare of all our children and adults
- Lead and contribute to an ethos in the Trust where work-life balance, wellbeing and positive mental health are at the heart of the Trust and colleagues are valued and nurtured to develop personally and professionally
- Maintain high professional standards and expectations for self and others
- Actively engage in the performance review process and regularly review own practice, set personal targets and take responsibility for own development
- Adhere to Trust policies and procedures
- Work within the Trust's health and safety policy to ensure a safe working environment for all
- Be able to travel to any of the Trust's locations as required by the role (though primarily based in Fairfields Primary School, MK11 4BA)

Schools benefit from a flexible approach to working arrangements – because of this, the tasks and responsibilities listed here are not definitive. Head Teachers may require particular additional duties to be undertaken to suit the specific school's requirements and these may be incorporated in the role requirements as long as they are at a similar and appropriate level to the other listed duties.

Other information

Inspiring Futures Through Learning is committed to safeguarding and promoting the welfare of children. All employees are expected to share this commitment, to follow the Trust's safeguarding policies and procedures and to behave appropriately towards children at all times, both in work and in their personal lives.

All school-based posts are defined as Regulated Activity and therefore this post is subject to an Enhanced with Barred List Criminal Records Bureau check.

Person Specification

	Essential	Desirable
Qualifications and experience	<p>Educational qualifications to A level or equivalent, including maths and English GCSE at grade C or above</p> <p>Experience of working in marketing and communications</p>	<p>Degree level education (or equivalent) in related field eg: marketing, digital marketing</p> <p>Experience of working in an educational setting</p>
Knowledge and skills	<p>High level of literacy skills to create and edit content and copy that is engaging, relevant and suitable for a variety of audiences and media</p> <p>High level of interpersonal and communication skills. Ability to build positive relationships and work closely with all stakeholders.</p> <p>A high degree of organisational ability: there is a need to be versatile, to be good at working in a team, to accurately prioritise tasks and to meet a variety of demands and deadlines</p> <p>Excellent IT skills, and a willingness and aptitude to develop these, are essential. In particular knowledge of and experience of using social media and websites in a professional setting. Existing knowledge of creative design programmes.</p> <p>An understanding of trends in the communications market and the need to use this effectively with appropriate standards of style and branding.</p>	

Qualities	<p>Accuracy and attention to detail. The desire to take ownership of tasks and project and see them finished on time and to a high standard</p> <p>Pro-active and self-motivated to positively develop relationships with teams and stakeholders.</p> <p>Flexibility in approach and a willingness to pull together as part of the wider team</p>	
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