

Job Description

Communications Officer

Grade 8

37 hours/52 weeks per year



This job description sets out the general role expectations for the above role. It is recognised that there may be further developments to the role as the restructure of the administration team settles. As such this is not a complete list and some further activities may be added whilst some may be transferred.

This role covers all communications and marketing services for TEAM Education Trust. The role is a wide-reaching position that will cover the communication of sensitive information relating to both children and staff as well as the commonplace expectations of a communications and marketing role.

The post holder will ensure that all communications (including newsletters, letters from teaching and support staff and social media) are at a high standard of grammar and presented in line with the Trust branding guidelines.

The post holder will have an eye for detail and design to ensure that all materials are presented to the highest standard and to promote a culture of excellence within all Trust schools.

Publications & Media

- Management of Twitter/social media accounts to celebrate success/share general information
- To utilise social media to promote the Trust
- To identify 'good news' stories across the Trust and Trust schools
- Format and send TEAMtalk publications
- Sharing news items with local media (all Trust schools)
- Ensuring that all documents are GDPR and Copyright compliant in all publications
- To update, format and maintain the Staff Handbook and Principals briefing
- To work alongside the CEO's Executive PA to ensure that the Principals' Handbook and Governors Handbook documentation are updated and communicated.

Website

- To proactively manage the Trust website to ensure that it provides the facility of being an online prospectus and a parent/carers resource
- Ensuring the website is updated regularly and presents the Trust in the highest standard
- To ensure that Policies and Statutory documents are uploaded to the website to ensure compliance with Statutory expectations.

Branding, Design & Print

- Design and development of Trust documentation to ensure that the Trust Branding guidelines expectations are fully met.
- To promote the use of the Branding Guidelines across the Trust settings and to support individuals to feel confident in the use of TEAM branding.

- Support the preparation Trust promotional activities – PowerPoint, promotional materials etc to support the Trust Growth Plan
- To support Trust schools with developing materials in line with the Trust Brand.
- Trust signage & branding – liaison with signage providers to ensure all Trust Schools have a consistent brand; supporting new member schools with the implementation of branding guidelines.
- Support for developing display across corridors and in public areas.
- Procurement of cost-effective promotional materials and print media.
- To support with message management.

Parent Communications

- Research, implementation and monitoring of school parent communications apps – i.e., Show my Homework, Class Dojo, or similar
- Overview of correspondence sent home to ensure accuracy and professional presentation
- Supporting with the preparation of documents for transition and admissions
- Development of promotional materials

School and Trust events administration

- Organise refreshments and assist with any other preparations such as signage, furniture etc.
- Produce performance programmes and promotional materials for events
- Supporting campaigns for learning, school events and competitions to encourage parent and community participation

Photography/Video

- Assist with the coordination of inhouse photography
 - Maintain and add to an image archive
 - Photography of school campaigns such as Gold Star Awards, CEO Challenges

Electronic Communications & File Management

- Supporting the production of briefing/learning resources.
- Ensuring that electronic filing storage systems are logical and intuitive.

General Expectations:

- **GOVERNANCE:** Comply with the Equal Opportunities Policy.
- **INSET:** Attend and participate in Trust based INSET as required by the Executive Principal and such training as may be appropriate for the effective fulfilment of the post.
- **Presentation:** Supporting the development of high quality displays and excellent presentation of Trust schools
- **Safeguarding:** Commitment to the protection and safeguarding of young people. Values and respects the views and needs of young people. Working to the Statutory guidance set out in the Keeping Children Safe in Education Act and the Trust's Child Protection Policy.
- **British Values:** Demonstrating a commitment to fundamental British values and an awareness of how these can be promoted in direct work with children.
- **GDPR:** Ensuring that all responsibilities of the Trust towards GDPR are closely monitored and that any breaches in GDPR are reported appropriately

- **Continuing Professional Development:** Taking personal responsibility for ensuring you have up to date knowledge of relevant legislation and guidance in relation to working with and the protection of young people.
- **Health & Safety:** To work within all Health and Safety requirements and, specifically the Keeping Safe at Work Act. This requires that the post holder takes reasonable care of him or herself and other persons who may be affected by his or her acts or omissions at work.
- **To support the Trust** with any reasonable requests to assist colleagues at periods of high workload. The role requires flexibility and adaptability at all times.
- **HOLIDAY PERIODS:** Through the holiday periods, the post holder will be required to work on site and to support the Administrative Cover Rota

SKILLS PROFILE

Communications Officer



Under the direction of our Director of Development, our Communications Officer is key to establishing the voice of our school and Trust. As such it is essential that they have a sensitive and mature approach to communications whilst being confident to use the latest marketing/communication tools whilst promoting the value of high quality communications to all those who work within the Trust.

The post-holder for this role is able to provide evidence of:

Key Skills:

- Excellent personal self-management skills to facilitate the effective management of multiple tasks with short to longer term deadlines
- Commitment to ensure that all tasks are completed to high standards and to the time agreed
- Self-confidence and maturity to manage potentially challenging situations to achieve a positive and/or appropriate outcome for all.
- High personal standards in terms of personal presentation, attitude to work and self-management to ensure that workloads are carefully managed.
- High personal integrity and able to manage confidential, sensitive information appropriately.

Our candidate will demonstrate:

<i>This part will allow you to understand who we are looking for within this role and the skills knowledge or experience that we would expect.</i>	Essential	Desirable
Knowledge/Qualifications and Experience		
Qualified to at least A level standard or equivalent experience/qualifications	*	
Experience of working within a marketing/communications or PR role		*
Confident use of social media (Twitter, LinkedIn, etc)	*	
Good IT knowledge with experience of Microsoft 365 software and apps	*	
Qualified to Degree level		*
Skills and abilities and professional attributes		
Significant and proven experience working in communications management to meet the expectations set out in the Job Description	*	
Outstanding written and verbal communication skills. Excellent grammar, punctuation and range of vocabulary.	*	
Excellent organisational skills	*	
An eye for detail – particularly regarding design, high standards and commitment to accuracy at all times	*	
Ability to recognise political urgency/sensitivity of emails/phone calls in order to alert the CEO or appropriate person in a timely manner	*	
Demonstrate a commitment to own professional development and willingness to learn and become familiar with a range of business functions.	*	

Demonstrate personal and professional integrity, including modelling values and vision	*	
To demonstrate empathy to understand the diverse needs of all those stakeholders within our community.	*	
Good design skills and ability to work to brand guidelines; commitment to the importance of brand management	*	
Web site content development and monitoring (analysis of data to evidence audience reach)		*
Attention to detail, a personal interest in design and high standards of presentation	*	
Demonstration of confidentiality – the role will require some HR and Safeguarding input/support.	*	

