

CHENEY SCHOOL - JOB DESCRIPTION

Job Title	Communications Officer	Department	Communications and Administration
Reporting to	Head of Communications	Time	<i>To be confirmed in discussion with successful candidate (minimum 20 hours per week)</i>
Grade	Grade 7	Work Timings	<i>To be confirmed in discussion with successful candidate. Flexible hours and days from home are possible.</i>

Outline of principal responsibilities:

- To be responsible for the effective delivery of information to Cheney staff, students and parents through a range of channels.
- To work with the Head of communications to establish, maintain and continually improve the communications process within Cheney and externally with all its stakeholders (parents / carers / governors / community / media)
- To assist with the work of the Communication and Administration departments as required

General

1. Manage communications with parents and other external stakeholders

- Collate and send communications to parents from different departments in the school
- Proof-read and format letters in house style
- Inbox Management: respond to parent/community enquiries on parent portal and managing user enquiries
- Send out communications around key events
- Update relevant school literature - options book, prospectus etc
- Coordinate extra-curricular activities listings
- Assist other members of staff with communications and presentation elements for whole school events
- To assist with compiling and distributing school newsletters and leadership updates
- Assisting with the development of publicity and / or marketing materials for school or community activities, fundraising, recruitment and training programmes, including the yearly update of the Cheney prospectus
- Implement other communications initiatives as defined by the Head of Communications

2. Manage internal communications

- Maintain the intranet and staff directory
- To oversee the school calendar to ensure consistent, relevant and timely delivery of internal communication

3. Maintain and update school website

- Maintain and regularly review all sections of the website, requesting and coordinating updates from other staff members
- Maintain statutory aspects of website
- Help other staff maintain their own sections of the website
- Develop new pages and undertake digital projects as required

4. Oversee the school's media presence

Working with the Head of Communications to

- Create an effective communications Plan and brand guidelines to ensure consistent social media presence
- Ensure compliance with safeguarding guidance on consent
- Ensure clear messaging, with consistent and accessible digital content
- Actively source stories for social media channels which boost engagement and strengthen our brand and reputation
- Prompt staff to generate content for our social media channels and support staff to contribute directly
- Monitor the effectiveness of our channels and take appropriate action
- Monitor local media for stories about Cheney and prompt relevant staff members for responses
- Take photographs for use in digital and print media

In addition:

- Participate in the staff development and the performance management process in accordance with school policy
- Adhere to all school policies, including: Safeguarding, Equal Opportunities, Acceptable Use, and Health and Safety requirements
- Operate relevant equipment/ICT packages
- Undertake other duties as may be required from time to time
- To cover the school office Reception desk as required