Design & Communications Manager:

Wright Robinson College

Headteacher: Martin Haworth

Job Description

**SCALE/SALARY Grade 8 (Term Time + 2 WEEKS)**

**RESPONSIBLE TO:** **Headteacher and Deputy Headteachers**

**HOURS OF WORK: 8.00 a.m. to 3.30 p.m.**

**This position will require the post holder to attend events which fall outside of these core hours and will involve some evening work. Payment for these events will be at the standard hourly rate as overtime.**

**JOB PURPOSE**

We seek to deliver outstanding school communications and demonstrate how impactful our work can be not only on marketing but in supporting whole school improvement and strategic plans. To be responsible for the creation, review and development of multi-media resources for use in the College and to maintain the College’s presence on social media. This role includes the responsibility for assisting with the promotion of the College through its marketing strategy and keeping parents/carers and prospective parents/carers informed of important events at the College.

**MAIN CONTACTS**

Headteacher, Deputy Headteachers, Assistant Headteachers, Heads of Faculty, the College’s Pastoral Team, Teaching Staff, Support Staff, parents/carers and pupils.

**DUTIES AND RESPONSIBILITIES**

1. Design: creative direction and graphic design including ads, brochures, leaflets, videos and social media graphics in order to promote the College and improve audience interaction and participation.
2. Social media: leading our social media channels, managing, monitoring and producing creative content including Instagram and YouTube to promote the school and engage our stakeholders. To work with the IT Network Manager to ensure that all of the College’s licenses are up to date and renewed for all social media hosting, thereby ensuring the College’s uninterrupted presence.
3. To be a member of a team of people who contribute to the development of the College’s marketing strategy and take the lead role in facilitating the implementation of the strategy e.g. the production and organisation of the printing of newsletters.
4. Photography: taking, selecting, commissioning and editing photography for a range of purposes. To act as College Photographer and Camera Person, to photograph and record important events e.g. Year 11 Prom, visits of VIPs to the College and Presentation Evenings etc. This includes making arrangements for the hire and setup of equipment for such events (this will involve out of normal hours working).
5. Website: to assist and contribute to maintaining, updating and developing the school website including design and copywriting.
6. Events: contribute to the creative delivery of high quality events, including performances, open evenings and stakeholder/community events, including managing elements of event planning, design and technical support. Ensure appropriate communications/media presence at school events and results days.
7. Internal and external communications: managing a range of communications including key correspondence, feedback, staff surveys etc.
8. Engaging, maintaining and developing links with stakeholders including parents, alumni, business and the wider community.
9. Manage resources including equipment, design assets, photo library and communications budget.
10. Ensure correct practice is followed in licensing and copyrighted content, photo consent, GDPR and other statutory guidelines.
11. Act as brand guardian, ensuring house style, guidelines, quality, values and key messages are consistently followed.
12. Provide communications support to all areas of the school as directed by the Senior Leadership Team.
13. To create inspirational and informative media content for Year Group Assemblies and specific events as directed by the Headteacher and Deputy Headteachers.
14. To improve the communication between the College and parents/carers and other audiences by writing and contributing to the publication of news stories which celebrates the life and achievements of students and staff at the College.
15. To produce the Presentation Evening and Sports Presentation Evening Programmes.
16. To manage the college’s IRIS equipment and setup to support teaching and learning.
17. To undertake training where necessary in accordance with the College’s aims for continued professional development of all staff.
18. To be aware of and comply with the College’s Safeguarding Procedures, Health and Safety requirements, confidentiality and data protection policies.
19. To undertake other reasonable duties as may be determined and assigned by the Headteacher.

*The above list of job duties is not exclusive or exhaustive and the postholder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post.*

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www.wrightrobinson.co.uk

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