

Location: Redhill Academy Trust's Central Offices, Calverton, Nottingham

Salary: The Redhill Academy Trust Pay Scale, Band 7 £25,331.25 - £27,427.89 FTE

Hours of Work: 37 hours per week, term time only

Team: Marketing & Communications

Responsible to: Trust Marketing & Communications Manager

Redhill Academy Trust is seeking an enthusiastic, skilled and committed individual with at least one year of experience supporting an organisation's digital communications.

It's an exciting time for our Trust, with lots to celebrate in terms of success and growth. The successful candidate will help us communicate our mission, values and outcomes to a varied stakeholder community. We want everyone to know what we do, and why we're a great Trust to learn and work with! You will also share our ambitions around shaping children's futures and improving social mobility through education.

This will be a stimulating and enjoyable role with many opportunities for building experience and developing new skills. You will join a small but enthusiastic Marketing & Communications team, as part of the Central Services support team within our established and expanding Multi Academy Trust.

The purpose of this role is to support the production and promotion of our digital outputs, helping to deliver our communications strategy and achieve organisational priorities.

As Digital Communications Officer, you will play a central role in developing Redhill Academy Trust's online presence and activity to increase reach, engagement and interaction with our various audiences. You will work closely with the Trust Marketing and Communications Manager, providing digital, creative, editorial, operational and administrative support. You will also stay abreast of trends, developments and opportunities in the digital communications field.

Day to day, you will be responsible for designing, writing, editing, photographing and filming content, and package it up for the Redhill Academy Trust websites and social media channels, as well as e-newsletters, digital signage and printed publications. You will help disseminate Trust news and key messages effectively and strategically - and measure the impact of our digital work.

You will already have experience with a number of software packages, be unfazed by new technologies and able to learn new IT skills quickly. For example, updating websites, producing graphic design and multimedia editing.

You will be organised, creative, enthusiastic and have a demonstrable interest in digital communications. Above all, you will be motivated, adaptable and have outstanding written and verbal communication skills. We'll expect you to work hard to support the team, but we also see this as a role where you can contribute ideas and develop your skills.

Main Duties and Responsibilities:

Websites: maintain, update and develop our Trust website. This includes uploading new content, updating existing content and liaising with our external web developers for technical support. You will also help ensure we are optimised for SEO.

Social media: maintain, update and grow our social media presence across all social media channels, currently: Instagram, X, LinkedIn, YouTube. This includes creating engaging and impactful content and ensuring our messaging is on-brand, timely and engaging. Monitor comments and messages, ensuring they are answered promptly and professionally, or escalated appropriately. You will have the opportunity to develop our existing social media guidelines and strategy to increase engagement and seek out new ways of connecting with our audiences.

E-newsletter: format our termly internal e-newsletter with copy provided by the Marketing and Communications Manager and gathered from colleagues across the Trust. Help develop our e-newsletters to further engage all employees in our values, mission, priorities, and culture.

Branded assets: create branded assets and templates for use across the Trust. E.g. letterheads, slide decks, documents, signage.

Monitoring, evaluation and reporting: help monitor and evaluate the impact of our digital work, producing analytics reports for our website, social media and e-newsletter and contributing to internal reports on the Marketing & Communication team's work.

Events: provide logistical and communications support for Trust events: pre-and-post event communications, procuring promotional materials, banner stands etc. for events. You will also attend and participate in external events where appropriate in your capacity as an employee and an ambassador for Redhill Academy Trust.

Person Specification

	Essential	Desirable
<p>Qualifications, Knowledge and Skills and Personal Qualities</p>	<p>At least one year's experience supporting an organisation's digital communications and/or running digital campaigns</p> <p>A full UK driving license and willingness to travel regularly between Trust schools and offices (currently spread across Nottingham and Derbyshire)</p> <p>Experience maintaining an organisation's website using a CMS (uploading and ensuring content is up to date, liaising with web developer for technical support etc.)</p> <p>Experience creating engaging and impactful content for an organisation's social media presence on a variety of social media channels (including Twitter, Facebook, Instagram, LinkedIn)</p> <p>Good graphic design skills, e.g. creating graphics, infographics, branded assets, brochures etc.</p> <p>Photography, filming and video editing skills</p> <p>Experience with graphic design, publishing & photo / video editing software such as Canva and Adobe suite (Photoshop, Illustrator, InDesign, Express, Premiere Pro).</p>	<p>Educated to degree level in a related discipline (marketing, communications, media, PR) or equivalent proven experience</p> <p>Experience creating analytics reports and insights from web and social platforms (e.g. Google Analytics)</p> <p>Experience using a social media scheduling tool to plan and distribute content efficiently and strategically across multiple platforms</p> <p>Experience optimising for SEO</p> <p>Experience with social media advertising</p> <p>Experience gathering newsletter content from various stakeholders</p> <p>Competent user of IT packages including online conferencing platforms, e.g. Microsoft Office and Teams</p>

	<p>Experience of upholding and developing an organisation's brand</p> <p>Excellent organisational and time management skills and the ability to prioritise a varied workload and meet deadlines</p> <p>Meticulous attention to detail and excellent proof-reading abilities</p> <p>Excellent written skills including the ability to tailor messages for different audiences and channels and communicate complex information in a clear, engaging way</p> <p>Ability to work both independently and in a team-oriented, collaborative manner</p> <p>Flexibility and a willingness to learn and adapt within the work environment</p> <p>Clear understanding and authentic commitment to Redhill Academy Trust's mission and values</p>	<p>Experience working with children or in an education environment</p> <p>Good verbal communication skills. Able to communicate with colleagues at all levels, as well as children of all ages.</p>
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