



FILTON AVENUE

PRIMARY SCHOOL

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LEADING THE WAY

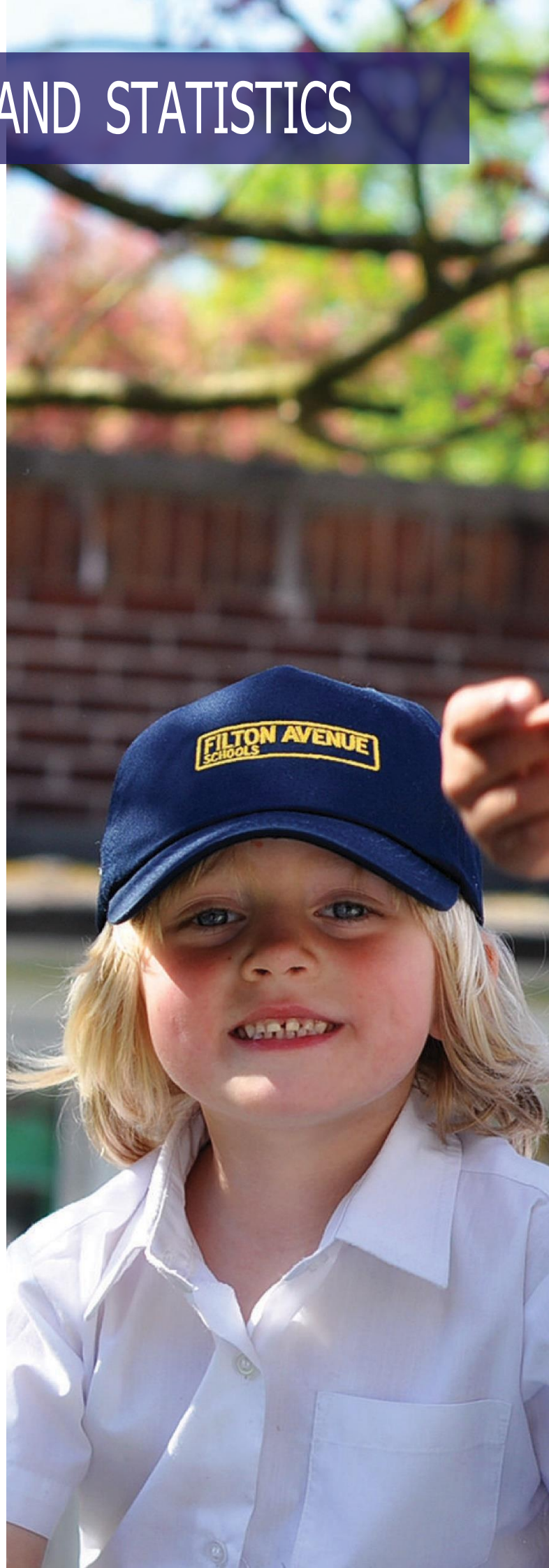
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FILTON AVENUE PRIMARY SCHOOL LOCKLEAZE ROAD BRISTOL BS7 9RP

KEY SCHOOL FACTS AND STATISTICS



Type of school	Academy
Age Range	4 to 11 years at Lockleaze Road and Orchard Campus
Location	Lockleaze Road, Bristol and Orchard Campus, Filton Road, Bristol
Number of Children	640 on Lockleaze Road site + 210 at Orchard Campus
Average Class size	30
Attendance	95%
Date school established	1930's for main site 2012 for Orchard Campus
Number of teaching staff	46
% of newly qualified teachers	9%
% of children free school meals	26%
% of children with SEN	19%
% of children with English as an additional language	36.5%



PROVEN TRACK RECORD



Thank you for your interest in the role of Digital Marketing Administrator at Filton Avenue Primary School. Filton Avenue Primary School opened in 1931 and shares a campus with Filton Avenue Nursery and Children's Centre although they remain separate schools.

The former Infant and Junior schools merged to become Filton Avenue Primary School in September 2015. The infant school moved to academy status in 2012 within a trust (Trust in Learning Academies (TiLA)) with three other schools including Orchard School Bristol.

As part of the expansion of primary places to meet the increased demand in Bristol we also operate on a second site at Orchard School Bristol on Filton Road. The construction work finished in the summer of 2013 to convert an unused wing of Orchard School Bristol into a one form entry primary provision. We refer to this site as Orchard Campus. September 2018 saw the admission of the seventh class on this site. The site is managed on a day-to-day basis by the Head of School Orchard Campus.

The pupils are drawn from a diverse range of backgrounds in the Horfield/Lockleaze area with some coming from further away. The school aims to offer a rich, broad and balanced curriculum.

We have a large, committed staff made up of Senior Leaders, Teachers and Learning Assistants which is supported by a team of administrators managed by the School Business Manager.

We are a forward thinking and innovative school, always striving to be on the cutting edge of education, embracing technology in both the classroom and the office. The role is a key role within our existing team and may include working at either or both of our sites at times throughout the week.

To help maximise our online presence and reach, to streamline and modernise our internal and external communications and to help develop and implement our marketing plan. Provide administrative support for the completion of effective support services in the running of the school.

KEY JOB OUTCOMES

Administration and Communications

- Manage the school website and app
- Manage all social media platforms (currently Facebook, Instagram and Twitter), including seeking out content
- Produce termly newsletters
- Online booking for parents' evenings
- Work with our contractors to update the image/brand on a regular basis.
- Establish working relationships with key organisations and individuals within local organisations and the media at local and city level
- Assist in the development and implementation of a marketing plan for the school.
- Organise prospective parent tours
- Provide administration support services for the school.
- Any other duties consistent with the post.





Management Information Systems

- Maintain pupil records using SIMs and other systems
- Use creative suites such as Adobe InDesign and Photoshop

General Accountabilities

- Work in compliance with the Employee Code of Conduct and other regulations & policies of the Academy Trust, and its overarching commitment to equal opportunities.
- Comply with the School's Safeguarding policies and procedures

General Accountabilities

- Ensure that output and quality of work is of a high standard and complies with current legislation/standards.

So far as reasonably practicable, the postholder must promote safe working practices by employees, and in premises/work areas for which the postholder is responsible. These are defined in the Health and Safety Policy, Academy Trust Policies and Codes of Practice.

Special conditions

- The postholder will be required to work at either school site according to the need of the school and at the direction of the Executive Headteacher. This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes.

PERSON SPECIFICATION

The Local Governing Body are looking to appoint an enthusiastic and hardworking Digital Marketing Administrator to join our school team and play a full role in the life of the school.

Key: A = Application form, I = Interview, R = Reference

QUALIFICATIONS	Source of Evidence	Essential	Desirable
GCSE Grade C or higher in English & Maths	A	●	
NVQ Level 3 or equivalent in a relevant field	A		●
Current First Aid Certificate	A		●

KNOWLEDGE & EXPERIENCE	Source of Evidence	Essential	Desirable
Demonstrable experience leading and managing marketing database, email, social media and display advertising campaigns	A, I		●
Excellent Graphic Design skills and experience using creative suites such as Adobe InDesign and Photoshop	A, I, R	●	
Experience in identifying target audiences and devising digital campaigns that engage, inform and motivate action	A, I		●
Knowledge of website analytics tools	A, I		●
Knowledge of SIMS	A, I, R		●
Skills of empathy, listening, communication and responding with appropriate language	A, I	●	
Strong analytical and data driven thinking	A, I	●	





ABILITIES & APTITUDES	Source of Evidence	Essential	Desirable
Flexible, adaptable and positive attitude to working in a structured environment	A,I	●	
Communication skills to promote and develop effective working with all internal stakeholders at an appropriate level to achieve understanding and constructive responses	A,I,R	●	
The ability to contribute effectively to the workload, planning, supervision and responsibilities of a team	A,I		●
Ability to work on own initiative, including recognition of the appropriate level at which to refer issues elsewhere for effective resolution	A,I,R		●
Communication and inter-personal skills evidenced by dealing with a diverse range of external contacts about potentially complicated and/or sensitive issues	A,I	●	
Ability to plan, review and carry out duties without supervision	A,I,R	●	
Maintain confidentiality with both written and verbal communication	A	●	

PERSONAL SKILLS / ATTRIBUTES	Source of Evidence	Essential	Desirable
Ability to develop positive relationships with parents.	A, I, R	●	
Understanding of the importance of working in partnership with parents and outside agencies.	A, I		●

REFERENCES	Source of Evidence	Essential	Desirable
Should be fully supportive, covering the candidate's personal and professional qualities including their suitability to work with children.	R	●	

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SHARE THE JOURNEY

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