

Job Description Support Staff

Role:	Digital Marketing & Media Assistant
School:	Bingley Cluster Beckfoot School, Hazelbeck School & Priestthorpe Primary
Salary/Grade:	BAND 5 - SCP 4 to 6 TTO plus 5 days (actual salary £16,206 – £16,861 under 5 years service)
Reporting to:	Headteacher/Senior Leadership/Visual Display and Resources Lead

Core Purpose of the Post:

To assist in the promotion of the school and Trust to prospective parents and students, prospective staff, the local community and wider public via online and social media platforms including updating the school and Trust websites. To update the school's SharePoint

Main Duties and responsibilities:

- Assist in updating the school's website and social media accounts
- Assist in updating the Beckfoot Trust website
- Help build and implement digital campaigns across a variety of digital media platforms
- Collate and edit material for a variety of media such as website, newsletters, and SharePoint
- Help maintain a record of press releases, adverts and photographic library
- Help photograph (or arrange to photograph) key events in school
- Liaise with staff to gather any relevant details for the school and Trust websites, and other school media.
- Assist in the design of displays and put up in school
- Prepare worksheets following teachers' guidelines
- Undertake administrative duties, answering general telephone and face to face enquiries
- Provide routine clerical support e.g. record and circulate messages to other members of staff, photocopying filing, scanning, emailing, complete routine forms, sort and distribute mail, ensuring supplies of internal forms are kept well stocked.
- To attend meetings with staff as appropriate
- Responsible for the safe keeping of office equipment and secure storage of supplies.
- Operate relevant equipment/ICT packages (e.g. word, excel, databases, spreadsheets, Internet)
- Maintain stock and supplies, cataloguing and distributing as required.
- Provide general advice and guidance to staff, pupils and visitors

Supervision and range of decision making:

- Will supervise and support pupils consistently at all times including those with special needs; recognising and responding to their individual needs whilst ensuring their safety and education in the learning environment.
- Will assist with the supervision of pupils out of lesson times at lunchtimes, accompanying teaching staff and pupils on visits, trips and out of school activities; taking responsibility for a group under the supervision of the teacher.
- Will assist in the supervision of students on work experience, trainees, and voluntary helpers.

Communications and working with others:

- Promote the Trusts values, core purpose, and key principles.
- Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.
- Will have contact with members of the public/other professionals e.g. teaching staff, governors, parents/carers, community groups, local education authority, external providers etc.

Resources:	
<ul style="list-style-type: none"> • Operate equipment/ICT packages that are relevant to the position. • To maintain the confidential nature of information relating to the school, its pupils, parents and carers. • The provision, use and storage of equipment and materials used by pupils with whom the post holder is working. • General responsibility for the care of all equipment and materials within the classroom / designated area of the school. 	
Professional development:	
<ul style="list-style-type: none"> • Commitment to own personal and professional development, being prepared to undertake training relevant to the post. • Will participate in own performance development, identify, and address any training needs/other learning activities. • Engage and commit to the appraisal process as a key part of their professional development. • Opportunity for Trust collaboration and Continued Professional development. • To participate in and organise extracurricular activities, such as outings, social activities and sporting events; including a willingness to participate in occasional overnight visits. 	
Other Considerations:	
<ul style="list-style-type: none"> • To be aware of and comply with policies and procedures relating to child protection; being vigilant for signs that children may be being abused and to report any such suspicions to the school's nominated Child Protection Co-ordinator or the Headteacher. • This post may include a degree of manual lifting and handling. You are expected to be aware of health and safety policies and procedures and frequently assess your ability to carry out the lifting tasks required of you. • To act in accordance with the Data Protection Act and maintain confidentiality at all times e.g. access to staff/student/parent and carer files. • Accept and commit to the principles underlying the Schools Equal Rights policies and practices. • Be able to perform all duties and tasks with reasonable adjustments, where appropriate, in accordance with the Equality Act. • Must be legally entitled to work in the UK. 	
Safeguarding: No contra-indications in personal background or criminal record indicating unsuitability to work with children/young people/vulnerable clients/finance (An enhanced DBS check is required).	
Intermediate Fluency Duty Required: In line with the Immigration Act 2016; the Government has created a duty to ensure that all Public Authority staff working in customer facing roles can speak fluent English to an appropriate standard. For this role, the post holder is required to meet the Intermediate Threshold Level. The post holder should demonstrate they can: Express themselves fluently and spontaneously with minimum effort and, only the requirement to explain difficult concepts may hinder a natural smooth flow of language.	
Notes: This is illustrative of the general nature and level of responsibility of the work to be undertaken, commensurate with the grade and is not a comprehensive list of all the duties and responsibilities of the post. Successful postholders should not refuse to undertake work, which is not specified on this form and the job description may be amended at any time in consultation with the postholder. Beckfoot Trust is an Equal Opportunities Employer and requires its employees to comply with all current equality policies both in terms of equal opportunity for employment. The Trust is committed to making any necessary reasonable adjustments to the job role and the working environment that would enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition	
Date:	April 2021

Person Specification
Teachers and Support Staff

Role:	Digital Marketing & Media Assistant	
	Essential Requirements	How Identified
Qualifications	<ul style="list-style-type: none"> Minimum of 5 GCSE English and Mathematics at grade C or above (or equivalent). NVQ3 (or equivalent) in a relevant discipline 	Application
Experience	<ul style="list-style-type: none"> Previously worked in the education sector or of a similar background Experience of updating Website content Proven passion for digital and social media Confident and professional customer facing skills and telephone manner Excellent IT skills Excellent writing skills for a range of audiences and digital platforms An understanding of image, style and branding and a flair for creativity Working in a role requiring attention to detail Provide evidence of having previously spoken fluently to customers at an Intermediate Threshold Level 	Application References Interview
Training	<ul style="list-style-type: none"> NVQ3 (or equivalent) in a relevant discipline Commitment to own personal and professional development Evidence of continued professional development 	Application Interview
Knowledge, Skills and Ability	<p>Contribute to the safety and well-being of pupils.</p> <p>Treat everyone with dignity and build relationships rooted in mutual respect.</p> <p>Support the inclusion of all pupils, including those with SEN, of different ethnic backgrounds, faiths and sexual orientation.</p> <p>Support and work in compliance with the policies and practices of the Code of Conduct, Beckfoot Trust and regulations.</p> <p>Good literacy and numeracy skills.</p> <p>Good communication skills including telephone/face to face .</p> <p>Knowledge of and the ability to use office machinery e.g. photocopiers, scanners, shredding machine etc.</p> <p>Excellent knowledge of Microfost 365</p> <p>Have a neat and organised approach to work.</p> <p>Be willing, courteous and able to work both using your own initiative and in a team.</p>	Application Interview

	Respect confidentiality.	
Personal Circumstances	<p>Must be legally entitled to work in the UK. (Asylum & Immigration Act 1996)</p> <p>Must have the ability to be flexible and work to the requirements of a busy school</p> <p>Interest in the school's wider role in the community</p> <p>Will not require holiday leave during term time</p>	Application Interview
Disposition and Attitude	<p>A passion for education and a deep-felt desire to make a difference for young people.</p> <p>To like young people and be liked by them</p> <p>To possess educational vision underpinned by values</p> <p>To operate in line with the seven principles of public life of selflessness, integrity, objectivity, accountability, openness, honesty and leadership</p> <p>Humility: a recognition that the more you know, the less you know! Not being afraid to say 'I don't know'</p> <p>Be emotionally intelligent: know when to direct, when to challenge and when not to; be able to inspire, present a positive perspective at all times; be able to listen and show awareness of other's sensitivities; to have personal pride and lead by example</p> <p>Be happy to get your hands dirty. Don't ask people to do things you wouldn't do yourself</p> <p>Understand the importance of work/ life balance</p> <p>Enthusiastic, flexible, team player. Enjoy hard work and take constructive criticism.</p> <p>Desire for significant professional development.</p>	Application Interview References
Physical	<p>Resilient</p> <p>Excellent attendance and punctuality.</p>	References Interview
Equality	A commitment to, and evidence of, promoting diversity and equal opportunities within the Trust, the curriculum and employment practice.	Application Interview