**Job Description**

**Post Title:** Marketing and Communications Officer

**Location:** Derby Moor Spencer Academy and Heanor Gate Spencer Academy

**Salary/Pay Range:** *NJC -12 – 16, (£24,496 - £26,357) actual pay per annum*

**Hours of work:** Permanent, Full-time, 37 hours week, 52 weeks a year

**Reporting to: TBC**

**Purpose of Role:**

Spencer Academies Trust is looking to appoint an enthusiastic and committed Marketing and Communications Officer to support our Academies.

**Nature and Scope:**

This is a unique opportunity to join a successful, friendly team in an exciting and forward-thinking Trust based across a selection of Academies. The role would suit a team player who enjoys meeting and getting to know a wide variety of people, wants to make a difference, and has a strong work ethic and a positive ‘can-do’ attitude.

**Main Duties and Responsibilities:**

The post holder will join a busy Marketing team, to:

* Oversee a selection of Academies marketing activities, including website, social media, advertising, and publications.
* Support the Principals and Trust’s Head of Marketing and Communications in delivering the Academies communications and marketing strategies.
* Create and design internal and external assets that support the Marketing and Communications Strategies.
* Work across Admissions, Marketing, and Development departments to enhance and protect the reputation of the Academies.
* Engage proactively in school life, getting to know people and practices to showcase our Academies.

**Web site and social media**

**To be responsible for:**

* Maintenance and updating of Academy websites
* Marketing of Academies brands through social channels.
* Regular posting of content to enhance Academy profiles and communication.
* Strategy and advertising.

**Publicity**

* To be responsible for positive publicity of the schools; creation and publication of regular press releases and social media output.
* To be responsible for local press/radio contact and relationship building.
* To be the first point of contact for all leads received during school hours.
* To assist the Facilities Manager/SLT in showing prospects around the school during the school week.
* To be responsible for Newsletter creation and distribution to parents and staff on a termly basis.
* To be responsible for Parent communications; Parent Forum, Parent View, Text and Email messages, Parent Evenings and School Events.
* To support at school related events (including photography) and meeting and greeting attendees.
* To lead on research of networking opportunities.

**Marketing**

To be responsible for:

* School prospectus and Options booklets.
* Advertising, internal publications, signage, flyers, business cards etc.
* Liaison with suppliers and advertising agents.
* To compile Marketing reporting as requested by the Facilities Manager, including:
* KPI reporting.
* Social Media reporting.
* Google analytics reporting.
* Campaign reporting and analysis

**Safeguarding**

* Ensure that you act according to the principles of best practice, and in accordance with the requirements of the Keeping Children Safe in Education guidance, as issued by the Department for Education.

**General:**

The successful candidate will have proven ‘hands-on’ experience in media relations, advertising, print production, branding, copywriting, online/social media communications, and digital media/marketing technology (including graphic design). Excellent communication and interpersonal skills are essential in this busy role.

* Work in a professional manner and with integrity and maintain confidentiality of records and information.
* Maintain up-to-date knowledge in line with national changes and legislation as appropriate to the role.
* Be aware of and comply with all Academy policies including, in particular, Health and Safety and Safeguarding.
* Participate in the Trust Appraisal process and undertake professional development as required.
* Adhere to all internal and external deadlines.
* Contribute to the overall aims and ethos of the Spencer Academies Trust and establish constructive relationships with nominated Academies and other agencies as appropriate to the role

These above-mentioned duties are neither exclusive nor exhaustive, the post- holder may be required to carry out other duties as required by the Trust.

**Additional Information**

**The Spencer Academies Trust is committed to safeguarding and promoting the welfare of all our students and expects all employees and volunteers to share this commitment. All posts are subject to enhanced DBS checks and completion of Level 2 safeguarding training.**