



Marketing and Communications Officer Job Description

Purpose	<p>The Marketing and Communications Officer will support the school's communication across several channels including social media, newsletters and printed publications. The postholder will contribute towards all aspects of marketing at the school and ensure all content aligns with the school's brand values, further enhancing its profile.</p> <p>Working with the Digital Creative Services Team, the postholder will support the implementation of the strategy and ensure the school is promoted to all audiences.</p> <p>The Marketing and Communications Officer will lead by example, actively promoting the school and building strong relationships with staff, feeder primary schools and all external stakeholders.</p>
Reporting to	Digital Creative Services Manager
Responsible for	No staff responsibilities
Liaising with	Headteacher, Business Manager, Senior Leadership and Management Team, all staff in the school, students, parents, media and other external agencies/ stakeholders
DBS Check	Enhanced Level
Working Time	36 hours 40 mins per week - Term Time only plus two additional weeks (including GCSE results day and the day before)
Salary	TRS Support Staff Salary, NJC Grade 5, Point 18-23 (£26,806 - £30,196 with pro rata applied)

Main Duties and Responsibilities

Strategic Duties

- Maintain and develop the school's branding and corporate image both internally and externally as directed by the Digital Creative Services Manager.
- Support with the creation of a school marketing and communications plan.
- Maintain a calendar of events taking place through the school year, allowing sufficient time for planning the Marketing input and the creation of digital content to support.
- Support extensive parent and community engagement, including school events and initiatives.
- Be enthusiastic and proactive in developing relationships and networking with a range of partners e.g., prospective parents, students, feeder schools, partner and community organisations, colleges, local businesses, and visitors to the school.
- Monitor adherence to the visual identity and branding guidelines across the school.

Social Media

- Create, curate and manage published content (text, video, photography) across social platforms and relevant digital channels.
- Monitor the school's social media channels for trends, comments and engagement and produce reports as directed by the Digital Creative Services Manager.
- Develop a social media plan to ensure consistent, timely and relevant items are posted making use of social media management tools to schedule content.
- Develop content that is individually and specifically relevant to different platforms, e.g. Facebook, Twitter, Instagram, LinkedIn and TikTok.

Video and Photography

- Photograph and capture video for school events and activities at the school and maintain a digital photo library.
- Edit, retouch and colour grade digital photographs in preparation for use in content creation.
- Identify opportunities, collaborate with staff and arrange relevant photos and video footage.
- Identify pupils and, where possible, alumni whose stories deserve a wider audience.

Website and Printed Material

- Assist with the production of school publications and promotional materials such as prospectus, parent handbooks, and welcome guides.
- Maintain internal banners, posters and printed materials, ensuring that these are on brand and consistent.
- Regularly monitor all pages on the website to ensure the information is up to date and relevant.
- Produce a monthly newsletter for the website and ensure it is kept up to date with interesting and creative content, liaising with staff to gather content and news stories.
- Maintain the feature articles on the school website and ensure that these are updated in a timely manner.

Admissions

- Assist in the organisation and implementation of admission events that promote the school to prospective parents.
- Assist with admissions arrangements in accordance with admissions procedures, including planning for school visits, to ensure that all applicants receive a positive impression of the school.
- Assist the Admissions Lead with the creation of a Parent Communication plan.

General Duties

- Be a Personal Learning Guide.
- To work with the Headteacher to identify resource needs and to contribute to the efficient / effective use of physical resources.
- To actively promote the school's policies, procedures and codes of practice, including those relating to Health and Safety, Equal Opportunities, Appraisal etc.
- To be a role model and actively promote the school's Rights Respecting agenda.
- To understand the importance of inclusion, equality and diversity both when working with students and colleagues and to promote equal opportunities for all.
- To take a proactive approach to health and safety, working with others to minimise and mitigate potential hazards and risks (including safeguarding students).

- To maintain confidentiality and observe data protection and associated guidelines where appropriate.
- To undertake such duties and responsibilities at a similar level as may be agreed with the Headteacher.
- Maintain an up-to-date knowledge of Management Information Systems used by the school.
- Participate in arrangements for further training and professional development.
- Engage actively in the school Appraisal process.
- Communicate effectively and professionally with the parents of students as appropriate.
- Where appropriate, communicate and co-operate with external agencies.
- Follow agreed policies for communications in the school.
- Ensure that the highest standards of confidentiality are maintained when dealing with any kind of data relating to staff and students.
- To undertake such other duties as may be reasonably determined by the Headteacher.

This job description is current at the date shown, but following consultation with you, may be changed by Management to reflect or anticipate changes in the job which are commensurate with the salary and job title.

The school will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

Date: December 2024

Headteacher: John Cregg