JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title	Marketing and Reprographics Assistant (Maternity Cover Fixed term)	**Location**	Ellis Guilford School
Salary	NJC 4-6 £26,016 - £26,847 per annum	**Hours**	37 per week, on site, all year round
Department	Support Staff	**Reports To**	Communications, Marketing and Brand Manager

JOB PURPOSE:

We are looking for an enthusiastic, adaptable and highly organised individual to support our Marketing and Communications Team in delivering high-quality promotional materials and maintaining the school's brand presence. You will be a creative and forward-thinking individual with experience in using Adobe Creative Suite, or the willingness to learn the programme, to create professional, print-ready artwork.

You will have a positive, can-do attitude and play an active role in showcasing our wonderful school community.

KEY RESPONSIBILITIES AND DUTIES:

Marketing:

- Using Adobe Creative Suite to create professional, print-ready artwork for commercial printers.
- Support the design and production of marketing materials (posters, newsletters, brochures).
- Help maintain and update the school website and digital signage.
- Ensure all marketing materials align with the school's brand guidelines.
- Assist in creating and scheduling engaging content for social media platforms.
- Support in organising and branding the school's events, including the overall look and feel of the schools' presentation.
- Editing short-form videos for use across digital and social media platforms.
- Managing multiple projects simultaneously and working effectively in a fast-paced environment.
- Reprographics and print production, including large print runs, finishing work, stapling, sorting, trimming, collating and preparing mail merges.
- Creating engaging content for social media, including designing posts using Canva.
- Operating reprographics equipment and maintaining a high level of accuracy and attention to detail.
- An understanding of photography and videography, including capturing school events, activities and achievements through photographs and short video clips.
- Working collaboratively while also being able to use their own initiative and adapt to changing priorities.

Social Media:

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- Help develop and execute social media strategies aligned with our school goals and identity.
- Support the growth of the school's online presence across key platforms (e.g. Instagram, Facebook, LinkedIn, X, TikTok, YouTube, etc.)
- Schedule posts to ensure that the maximum target audience is reached.
- Create content regularly that celebrates the school and shares the work being undertaken with the wider community.
- Edit and produce Video content (publicising of School VLOGS and online videos)

Reprographics:

- Operate and maintain reprographics equipment (printers, copiers, laminators).
- Produce high-quality printed resources for staff and students, meeting deadlines.
- Manage reprographics requests and prioritise workload effectively.
- Monitor internal school display and notice boards ensuring they are on brand and professionally presented.
- Assist office staff with making and compiling printed materials (booklets, event items etc).

JOB REQUIREMENTS:		
	Essential	**Desirable**
QUALIFICATIONS	Good English and Maths skills, preferably to GCSE Grade 3 minimum or equivalent.	A-Level or college equivalent qualification in Marketing, Communications, Public Relations, Media, or a related field.
EXPERIENCE	Previous experience in a marketing, communications, or social media role Experience managing social media platforms and content	Experience using Adobe Creative Suite, or a willingness to learn. Experience using video editing software such as Clipchamp, Canva, Adobe Premiere. Familiarity with reprographics equipment and processes
KNOWLEDGE AND UNDERSTANDING	Understanding of creative design software (Canva and Adobe Creative Suite). Work constructively as part of a team, understanding roles and responsibilities and your own position within these.	Ability to edit short-form and long-form videos for social media, website, and promotional campaigns. Knowledge of branding principles and how to maintain a consistent tone and visual identity across all channels.
SKILLS AND PERSONAL ATTRIBUTES	Excellent communication skills. Strong interpersonal, written and oral communication skills. Strong attention to detail and creativity.	Flexibility to attend school events outside of regular hours when needed.

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	Ability to work independently and collaboratively with staff, students, and parents. Strong organisational and time management skills. A proactive and positive attitude with a willingness to learn.	
EQUAL OPPORTUNITIES	A demonstrable commitment to supporting and promoting safeguarding, student welfare, equality and diversity	
SAFEGUARDING	A thorough understanding of up-to-date safeguarding requirements and best practice	
OTHER REQUIREMENTS	Elevated expectations for every pupil and a proven history of making a difference to the learning and experiences of pupils inside and outside the classroom.	

Creative Education Trust is committed to safeguarding and promoting the welfare of our children and young people and expects all staff and volunteers to share this commitment. The successful applicant will be required to undertake relevant safeguarding checks in line with Government safer recruitment guidelines.