

JOB DESCRIPTION

Department:	Education
Section:	Frome Community College
Job Title:	Marketing and Communications Officer
Reports To:	Business Manager

Main Purpose of Job:

The Marketing and Communications Officer is responsible for the implementation of a marketing and communications strategy that primarily focuses on maximising recruitment of students to the college, whilst enhancing the college's relationship with current parents and the wider school community. The role combines both strategic thinking with day-to-day marketing activity.

Main Responsibilities and Duties

- Develop a social media strategy and manage the college's presence on networking/social media sites
- Develop and maintain the college website
- Design, develop and maintain relevant and accurate content for the school website, social media channels and inclusion in regular newsletters/bulletins and local newspapers
- Develop and maintain the school brand ensuring consistency and compliance with copyright in relation to the production of all College literature.
- Responsible for the design and production of all printed and digital promotional materials.
- Create an annual schedule of advertising and suitable publications in which to advertise
- Co-ordinate photography/video of college activities and events for communication purposes
- Plan, promote and assist at all Student Recruitment and Open Events including tours for prospective parents
- Deliver marketing and communications for Exams results days
- Use School Comms systems to actively communicate with parents and students
- Develop and maintain the communication screens throughout college
- Develop and produce Praise Postcards and Student of the Month
- Update external school directories and website listings
- Take an active role in supporting the school break and lunch duty rota
- 2 weeks summer holiday work to fit in with release of GCSE and A-level exam results
- There maybe a requirement to support college events outside normal working hours, with time in lieu being available.

Facts and Figures:

- Provide students, parents and staff with an efficient marketing and communications service.
- Approximately 150 staff and 1200 students

SUPPORTING PROCESSES
Problem Solving and Creativity:
<ul style="list-style-type: none"> • To be adaptable and flexible to address different demands of the role • Organisation of own workload to effectively project manage and deliver objectives by the required deadline • Availability required to coincide with key points of the year
Decision Making:
<ul style="list-style-type: none"> • Be able to identify requests, prioritise, be self-motivated and able to work independently and take initiative when appropriate but refers non routine queries to senior staff for decisions.
Physical Effort and Working Conditions
<ul style="list-style-type: none"> • Office environment with frequent use of IT • Dress – smart shirt/jacket
Contacts and Relationships
<ul style="list-style-type: none"> • Regular contact with all members of staff, students and public
Additional Information:
<ul style="list-style-type: none"> • Take an active role in supporting the school break and lunch duty rota • To carry out any other additional duties as directed by your line manager that falls within the same level of responsibility to this pay grade.
Knowledge, Skills, and Experience:
<ul style="list-style-type: none"> • Excellent communication and organisational skills, accuracy, attention to detail, flexibility, adaptability, reliability, and confidentiality. • Appropriate IT skills to deliver the marketing materials. High level of Microsoft Office.
<p>Agreed that the Job Description is a fair and accurate statement of the requirements of the job:</p> <p>Job Holder: Date:</p> <p>Line Manager: Date:</p>