



**Location:** The Carlton Academy, Coningswath Road, Carlton, Nottingham, NG4 3SH

**Salary:** Apprentice National Minimum Wage rate

**Hours of work:** 37 hours per week, term time only, plus one week (to be directed)

**Responsible to:** Office Manager / PA to Headteacher / SLT

### Main Duties and Responsibilities:

#### Marketing

- Develop and produce high quality promotional material such as the school prospectus and production programmes for the whole school.
- Produce materials in house to the required standard, including booklets, flyers etc.
- To advertise school events. For example, new intake of sixth form, open evenings.
- Liaison with departments and non-teaching staff over matters relating to marketing and media and whole school issues.

#### Events and Promotion

- Support in the planning and delivery of all school events
- Support the Office Manager and Senior Leadership team in the organisation of facilities and all events details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc.
- Specify staff requirements and coordinate their activities.
- Proactively handle any arising issues and troubleshoot any emerging problems on the event day.
- Conduct pre- and post – event evaluations and report on outcomes.
- Lead the Academy social media and communications accounts and link the communication between this, the school website, letters, Classcharts, newsletters, TV screens etc.
- Promote specific school events through digital and traditional methods.
- Update TV screens within school with up-to-date information.
- Update all promotional information to include current students and information. For example, banners and in school photo displays

#### Photography

- To take high quality photographs that can be used in promotional literature.
- To photograph key events in school.
- To photograph areas of the school or staff when required.
- Maintain and expand the photographic library for promotional use, including working with external providers.
- To keep up to date with all new legislation regarding to copyright, GDPR etc.
- Support the pupil records administrator in ensuring the appropriate consent is received for all pupil and staff data for use on social media.

#### Other Duties

- Responsibility for all whole school display areas, ensuring statutory notices are displayed and school events well publicised. Give guidance to both teaching and support staff in respect of classroom displays, displaying material provided where necessary.

#### General

- Attendance at staff meetings and INSET activities where relevant.
- To uphold and actively support the school's policies and procedures.
- Undertake any other duties which might be reasonably be regarded as within the responsibilities of the post.

This role involves working in regulated activity with children and an Enhanced DBS clearance is required for this position.