



Midsomer Norton
Schools Partnership

Home School: **Buckler's Mead Academy**

Job Description: Media and Marketing Manager

Grade 3 SCP 5 - 7

Responsible to: Head Teacher

Hours of Work: 15 hours per week. Times/ days to be agreed with the Head Teacher.

Flexibility will be required due to the nature of the role and may require occasional early evening or weekend work. Term time only plus 5 INSET days.

Job Purpose:

Under the general supervision of the Head Teacher and Senior Leadership Team:

- To lead on the development and implementation of the school's marketing, communications, and media strategy to support student recruitment, parental engagement and the school's reputation within the community.
- To ensure the integrity, consistency, and high quality of the school's brand across all digital and print platforms, enabling the school to celebrate success, share key information effectively, and strengthen stakeholder relationships.

Main Duties & Responsibilities

The duties and responsibilities outlined below align with the relevant sections of the School Support Staff Terms and Conditions (NJC Green Book). Whilst every effort has been made to explain the main duties of the post, employees may be required to undertake other tasks of a similar nature and level not specified in this job description.

Marketing Strategy and Brand Management

- To lead the administration, maintenance, and development of the school's website and digital platforms, ensuring content is accurate, engaging, and up to date.
- To manage the design and production of high-quality marketing materials, including the school prospectus, newsletters, brochures, and event signage, ensuring alignment with the school's visual identity.
- To produce timely, positive, and meaningful press releases and content for local media, senior leaders, governors, and the wider community.
- To support the Senior Leadership Team in defining the marketing strategy for key events, including Open Evenings and transition events.
- To monitor and analyse the effectiveness of marketing campaigns and social media engagement to identify trends, strengths, and areas for improvement.
- To work with the school's Reprographics Technician in the production of high quality displays within the school.

Content Creation, Events and External Relations

- To manage and coordinate the school's social media calendar, ensuring a consistent stream of "good news" stories that celebrate student and staff achievements.
- To support the planning and delivery of major school events, open evenings and parents' evenings, ensuring professional presentation and effective promotion to prospective parents and the community.
- To liaise with departmental staff to gather content, ensuring that subject-specific successes are represented accurately and consistently across school channels.
- To support the production of communications for parents/carers, ensuring clarity, accuracy, and consistency in tone and branding.
- To capture high-quality photography and video footage of school activities to build a comprehensive media bank for promotional use.

Systems, Compliance and Media Consent

- To ensure all digital and print communications comply with GDPR and data protection legislation, strictly adhering to media consent and permissions for students.
- To manage user access and permissions to social media accounts and the website content management system in line with school policies.
- To maintain clear documentation and procedures for brand guidelines, media handling, and crisis communications.
- To ensure all published content adheres to copyright laws and accessibility standards.

Support, Training and Communication

- To provide guidance, training, and support to staff in the effective use of school templates, brand guidelines, and communication platforms.
- To respond to media-related queries from staff, parents, and external stakeholders in a timely and professional manner.
- To work collaboratively with senior and middle leaders to ensure marketing supports the school's vision, ethos, and recruitment goals.
- To attend relevant meetings, including recruitment planning, community engagement reviews, and leadership briefings as required

Professional Conduct and Wider School Contribution

- To consistently implement the vision and values of Buckler's Mead Academy, as set out by the Headteacher.
- To communicate clearly and professionally with staff, students and where appropriate, parents/carers.
- To work flexibly as part of a team, adapting to the changing needs of the school, particularly during peak data and reporting periods.
- To actively engage in performance management, appraisal and relevant professional development opportunities.
- To model high standards of professional conduct and dress at all times when representing the school.
- To promote and safeguard the welfare of all students.

Other Professional Requirements

- To operate at all times within the policies and practices of both the school and academy trust.
- To ensure accuracy, attention to detail and confidentiality in all aspects of the role.
- To demonstrate initiative, problem-solving skills and the ability to manage competing deadlines.
- To carry out any other reasonable requests from the Headteacher or members of the Senior Leadership Team.

Physical Effort & Working Environment

Regular use of ICT.

The postholder may be required to use their own vehicle to visit off site events (e.g. Sports Day, Prom)

The postholder may work alone outside office hours and therefore must adhere to the Academy's Health & Safety working procedures, i.e. lone working.

The postholder will need to be self-motivated and work independently in a focused and task centred way.

Personal Specification

It is expected that the successful candidate would possess the following attributes:

Essential
Good literacy skills
Good attention to detail
A robust understanding of GDPR
Good organisational skills
Experience of working with websites and social media and the ability to actively promote the school
Full driving licence

Additional information:

- The Academy reserves the right to alter the content of this Job Description, after consultation, to reflect changes to the job or services provided, without altering the general character or level of responsibility.
- All staff are responsible for promoting and safeguarding the safety and welfare of children and young people.
- All duties and responsibilities must be carried out with due regard to the Academy's Health and Safety Policy.
- Duties which include the processing of any personal data must be undertaken within the corporate data protection guidelines.
- The Academy has an outstanding record of support and development of its staff and the successful candidate is guaranteed excellent support through our CPD structure. The post is subject to a 4 month probationary period.

To undertake such other duties as may be reasonably required and which are consistent with the general level of responsibility of this job/as deemed necessary by the Line Manager, Headteacher or other members of the Senior Leadership team.

Midsomer Norton Schools Partnership is committed to safeguarding and promoting the welfare of children and young people and expects all staff and

volunteers to share this commitment. An Enhanced DBS check is required prior to appointment.

Post Holder:

Name: _____

Signature: _____

Date: _____