

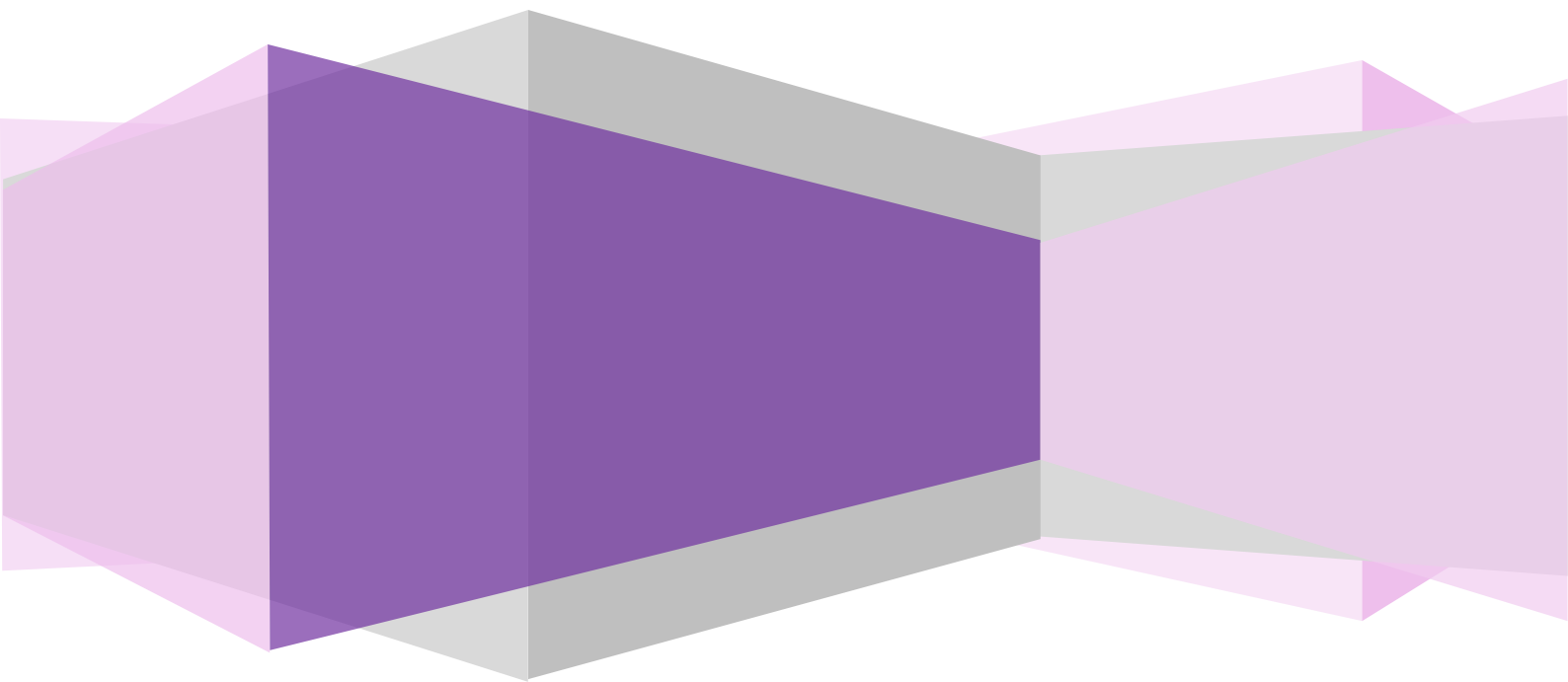
Bishop Justus CE School

www.bishopjustus.bromley.sch.uk

Application Pack

PR and Communications Strategist

Required: January 2026 start



SUCCESS THROUGH FAITH, LOVE AND LEARNING





PR and Communications Strategist

Bishop Justus Church of England School is seeking to appoint a PR and Communications Strategist. The post holder will lead the development and execution of the school's digital strategy to enhance communication and engagement. This role involves managing digital platforms, analysing performance metrics, and collaborating with staff to ensure the school's online presence reflects its values and mission. They will also lead on internal communications in conjunction with the school leadership and the Office Manager.

Our ideal candidate will:

- Have experience of working in a similar role;
- Be enthusiastic, energetic and open to innovation;
- Possess effective communication skills and be emotionally intelligent;
- The ability to strategically research and develop ideas to improve service level;
- Ability to work as part of team and under own direction;
- Possess effective ICT skills (including Microsoft Office and digital marketing tools and platforms (desirable)) and be open to new uses of technology in the workplace;
- Be committed to continuing professional learning;
- Have integrity, optimism and a good sense of humour;
- Good time management skills and the ability to prioritise tasks;
- Attention to detail.

In return, we offer:

- A happy community committed to the professional development of all colleagues;
- A distinctive local context ensuring we place inclusivity at the heart of all we do;
- A skilled and experienced team of teachers and other professionals;
- A motivated leadership team leading rapid improvement to the students' life chances;
- A school in which the students are enthusiastic, engaging and thoughtful.

We would be pleased to welcome you for an informal visit prior to application.

We are committed to safeguarding the young people in our care and we expect all our staff to share this commitment. The successful applicant will be required to undergo an enhanced DBS check.

As an employee of the Aquinas Church of England Education Trust you are required to have regard to the character of the Trust and its foundation and to undertake not to do anything in any way contrary to the interests of the foundation.



THE APPLICATION PROCESS AND TIMETABLE

CLOSING DATE

You are invited to submit an application form, available with this pack, along with a personal statement outlining your suitability for the role against the person specification and job description.

- **Closing date for applications:** 23rd November 2025

We reserve the right to withdraw the vacancy, should we find a suitable candidate

SHORT LISTING

The candidates selected for interview will be informed after short listing and full details of the interview programme will be provided. If you have not heard anything from us after the interview date below, please assume your application has not been successful.

INTERVIEWS

Candidates will be invited for interview.

- **Interviews:** w/c 1st December 2025

APPOINTMENT

All candidates will be contacted following interview.

- **Appointment to commence:** January 2026 start

APPLYING

Please send your application, outlining your suitability for the role against the enclosed person specification and job description, by email to Recruitment@bishopjustus.bromley.sch.uk

Please note a signed copy of your application form will be required prior to interview.

Shortlisted candidates will be asked to bring appropriate identification with them to interview. For the purpose of DBS clearance, only copies of the successful applicant's identification will be retained.

All candidates should provide two references. Permission should be sought prior to including any referee on your application form. Shortlisted candidates will have their references taken-up before any interview.

Bishop Justus is committed to safeguarding the young people in our care and we expect all our staff to share this commitment. The successful applicant will be required to undergo an enhanced DBS check. As an employee of the Aquinas Church of England Education Trust you are required to have regard to the character of the Trust and its foundation and to undertake not to do anything in any way contrary to the interests of the foundation.



JOB DESCRIPTION

DETAILS

Job Title: PR and Communications Strategist

Full Time Salary Range: Aquinas 6 £32,894.00 p.a. to £36,795.00 p.a.

Actual Pro-Rata Salary Range: £29,613.43 p.a. to £33,125.38 p.a.

Hours: 36 hours per week

Weeks: 41 weeks per year

Contract: Permanent

Accountable to: Headteacher's PA

THE ROLE

The PR and Communications Strategist will lead the development and execution of the school's digital strategy to enhance communication and engagement. This full-time role involves managing digital platforms, analysing performance metrics, and collaborating with staff to ensure the school's online presence reflects its values and mission. They will also lead on internal communications in conjunction with the school leadership and the Office Manager.

The main duties and responsibilities will include the below.

DUTIES AND RESPONSIBILITIES

Digital Strategy & Planning

- Develop and implement a digital strategy aligned with the school's vision and priorities.
- Identify opportunities to improve digital engagement with students, parents, staff, and the wider community.
- Investigate different mediums to best serve stakeholders.
- Develop a PR link with Trust appointed external agencies, other relevant Trust and school staff.

Content & Communication (internal and external)

- Ensure consistent branding and messaging across all digital channels.
- Liaise with all staff regarding calendar items and responsibilities.
- Oversee external communications to include the creation and distribution of digital content across the school's website, social media, newsletters, and other platforms.
- Oversee the distribution of the internal communication for staff and students to minimise workload and maximise efficiency.
- Coordinate the internal staff hub to ensure efficient and clear communication.
- Manage weekly staff communications.
- Update student boards including electronic notices.
- Establish and manage a centralised student share point liaising with the school MIS systems administrator, as applicable.

Website & Platform Management

- Oversee, maintain and update the school's website to ensure accessibility, relevance, and user-friendliness.
- Support the management of school apps, portals, and learning management systems (LMS) in collaboration with IT and academic teams.
- Monitor content on social media platforms.



Analytics & Reporting

- Monitor and analyse digital performance metrics (e.g., website traffic, social media engagement).
- Provide regular reports and insights to the Headteacher to inform strategic decisions.

Support for School

- Work with and support the Y7 transition team, 6th form team and Family Liaison Officer to ensure timely distribution of digital content (to include details of any relevant events) across the school's website, social media, newsletters, and other platforms.
- Collaborate with other departments to ensure marketing efforts support school-wide initiatives.
- Be responsible for directing the creative work of relevant staff member(s).
- To regularly liaise with the office manager in delivery of the role.
- Support with and represent the school at key events.

GENERAL

- Has good communication skills.
- Organised and able to organise others.
- Can confidently deal with telephone and face to face queries.
- Ability to plan or schedule work days and weeks ahead, and to respond to changing pressures or requirements.
- Can work calmly and constructively under pressure.
- Is approachable and well-mannered.
- Computer-literate, especially in Microsoft Office.
- Be able to resolve issues/queries independently, providing advice on specialised but established procedures.

At Bishop Justus School staff are expected to work in line with the school's Ethos.

Responsibilities are likely to change over time and you will be expected to perform duties of a similar nature such as the Headteacher may reasonably require.



PERSON SPECIFICATION

PR AND COMMUNICATIONS STRATEGIST

QUALIFICATION AND EXPERIENCE	Essential or Desirable
Experience of working in a similar role.	E
GCSE Maths and English.	E
Experience of appropriate software including Microsoft Office and digital marketing tools and platforms (desirable)	E
Any relevant qualification such as NVQs, GCSE's, A Level's and further professional qualifications.	D
Knowledge and understanding of relevant Health and Safety, Equal Opportunities, and Safeguarding requirements.	D
Working within a school environment.	D

SKILLS AND ABILITIES	Essential or Desirable
Expert IT skills and the ability and willingness to learn new platforms and packages.	E
Ability to interpret data and use analytics tools to optimise campaigns.	E
The ability to plan days and weeks ahead, manage multiple projects and to respond to changing pressures or requirements.	E
The ability to work to tight deadlines.	E
The ability to communicate clearly, clarifying requirements, responding to students, staff and external agencies.	E
Outstanding organisational, prioritising and administrative skills.	E
The ability to strategically research and develop ideas to improve service level.	E
Accuracy and reliability.	E
Able to resolve issues/queries independently, providing advice on specialised but established procedures.	E

PERSONAL AND PROFESSIONAL QUALITIES AND ATTRIBUTES	Essential or Desirable
Ability to work as part of team and under own direction.	E
Takes responsibility and is accountable.	E
High levels of drive and energy.	E
Has integrity and maintains confidentiality, working under Safeguarding protocols at all times.	E
Committed to the needs of the pupils, parents and staff.	E
Displays a positive and calm approach when faced with challenges.	E
Is flexible and adaptable to changing demands.	E
Dedicated to promoting their professional development and achieving desired qualifications.	E