



## **Job Description for the Post of Regional Marketing and Communications Manager– Orchard Hill College and Academy Trust (OHC&AT)**

### **Purpose of the Post**

The main purpose of this role is to deliver effective and strategic marketing and communications for Orchard Hill College & Academy Trust (OHC&AT). This includes creating and managing engaging content for websites and social media, producing graphics, photography, and videos, supporting events, and overseeing external media opportunities. The role also involves safeguarding the Trust's reputation, providing advisory support to academies, developing marketing and communication strategies for specific projects, and ensuring inclusive and accessible communications. Overall, the position aims to raise the profile of OHC&AT while meeting both current and future organisational needs.

### **The Team**

The team play a pivotal role in meeting the current and future needs of Orchard Hill College & Academy Trust (OHC&AT) through focusing on communications and issues/reputation management and delivering a targeted and efficient quality marketing service to the academies and OHC&AT learner/business services.

### **Main Duties and Responsibilities**

1. Deliver marketing requirements for academies and college centres:
  - Website content updates via WordPress content management system
  - Produce basic graphics using Canva
  - Produce content for academy/college centres news stories and social media campaigns (full driving license preferred and able to travel to Sutton, Surrey, Southwark and Hillingdon)
  - Photography/videography for websites and social media campaigns
  - Generate, prepare, schedule and post social media content
  - Prepare a brief for designers and design agency to create marketing assets and manage the process
  - Plan and organise events at academies/college centres if required (e.g. new building openings)
  - Support with college and trust events (e.g. specialist conferences, community events, open days, awards and ClubHouse some of which are in the evening)
  - Write content for good news stories for website and news articles
  - Attend team meetings at our Head Office in Sutton and travel to sites across the schools and college centres
2. Content marketing - create dynamic and engaging social media content posts for the Trust's social media channels including Instagram, Facebook, LinkedIn, Blue Sky and have experience of using scheduling tools e.g. Buffer. To provide support for OHC&AT and support Academies/College in an advisory capacity

3. Ensure external media opportunities are maximised, and key issues and reputational risks are effectively and sensitively managed. To monitor and report media coverage supported by our external media monitoring service.
4. Collaborate with Academies to create storyboards for promotional videos, brief and manage the production company process
5. Undertake any other duties compatible with the level and nature of the post as reasonably required by the Head of Academies and Corporate Communications
6. Develop and deliver Marketing and Communication strategies for specific projects
7. Create inclusive communications using symbols etc

#### **Additional notes**

- *Job Descriptions are to be reviewed annually*

*The responsibilities listed above are the essentials of the post; it is always open to the postholder to propose ways of extending these responsibilities*

#### **Person Specification**

The person specification shows the abilities and skills you will need to carry out the duties in the job description. Short listing is carried out on the basis of how well you meet the requirements of the person specification. **You should mention any experience you have had which shows how you could meet these requirements when you fill in your application form.** If you are selected for interview you may be asked to undertake practical tests to cover the skills and abilities shown below.

| <b>Skills and Experience</b>                                       | <b>Essential/Desirable</b> |
|--------------------------------------------------------------------|----------------------------|
| Strong written and verbal communication skills                     | Essential                  |
| Experience with WordPress Content Management System                | Essential                  |
| Experience of dynamic digital content and social media creation    | Essential                  |
| Experience of developing strategies to grow social media followers | Essential                  |
| Copywriting skills                                                 | Essential                  |

|                                                                                                                                         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Photography/videography skills using mobile phone and digital camera                                                                    | Essential |
| Understanding of branding and using it effectively                                                                                      | Essential |
| Excellent attention to detail                                                                                                           | Essential |
| Organised with good time management skills                                                                                              | Essential |
| Experience of working in a fast-moving environment, with an ability to handle numerous projects with competing deadlines and priorities | Essential |
| Self-motivated                                                                                                                          | Essential |
| Experience working both independently and in a team-oriented, collaborative environment                                                 | Essential |
| Ability to build and form good relationships with colleagues and students                                                               | Essential |
| A 'Can do' attitude                                                                                                                     | Essential |
| Ability to manage multiple projects simultaneously                                                                                      | Essential |
| Excellent organisation skills                                                                                                           | Essential |
| Experience of working with a range of different stakeholders                                                                            | Essential |
| Experience with Canva                                                                                                                   | Desirable |

*Orchard Hill College and Academy Trust is proud to be a Disability Confident Employer, committed to creating an inclusive and supportive workplace for all.*

*As part of the Orchard Hill College & Academy Trust's pre appointment checks, current and past employers will be contacted for shortlisted candidates. Any discrepancies or anomalies, and/or issues from references will be discussed at interview with shortlisted candidates.*