

## **JOB DESCRIPTION**

### **POST HOLDER:**

**POST TITLE:** School Online Resources & Publicity Manager  
(Location: Office on English corridor floor)

**RESPONSIBLE TO:** Miss Squire –Assistant Headteacher

**OVERALL RESPONSIBILITIES:** To be responsible for the development and oversight of the school's website, development of the school's student online learning Platform and school marketing & publicity.  
To be responsible for uploading resources to MST as required & needed, and trouble- shooting where needed.  
To Provide ICT technical and specialist filming support for teachers and to be responsible for ordering & replacing ICT consumables.

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### **ACCOUNTABILITIES AND RESPONSIBILITIES:**

1. To have strategic responsibility and accountability for the development and design of the school website including:
  - liaising with the SLT and all staff to ensure that the content is up to date. Being proactive in communication with staff and reviewing the website daily for changes;
  - making recommendations to colleagues and SLT with regards to future changes and design;
  - Supporting the SLT, uploading website content in the event of emergency closures of the school;
  - Resolve user problems internally or via the external company
  - Monitor and track the usage of the website, providing termly reports to the SLT.
2. To have strategic responsibility and accountability for the development of the students online learning platform both in terms of its design and day to day management including:
  - Liaising with staff to ensure resources are uploaded and reviewed;
  - Support teachers by uploading resources;
  - To provide training for staff, students and parents in how to use and develop the platform;
  - Resolve user problems internally
  - Monitor and track the usage of MST, providing termly reports to the SLT.
3. To have strategic responsibility for school marketing and permission rights including:
  - Being responsible in liaison with the Headteacher for reviewing & updating the school prospectus annually as required;
  - Being responsible for assuming the role of school photographer, taking photographs of the school in action for the website and external publicity.
  - School Twitter account.
  - Collation of lists of students' permissions in the Autumn term by tutor group to have photos taken for publicity purposes.
  - Provide SLT/Staff with the permissions lists and check students whose images we can use for publicity purposes.

- To produce and upkeep an Alumni database and produce an annual alumni newsletter for the website.
4. To support staff with ICT developments including:
- ensuring that the school's tv/digital screen are used and new information uploaded regularly.
  - supporting the English Department with the production of Media resources and clips for GCSE Media Studies;
  - supporting the school's contributions to the BBC Young Reporter event and scheme of work.
  - supporting annually the media studies subject area by providing workshops for students.
  - Setting up and supporting staff and students in the use of camera, radio and video equipment.
  - Support with staff recordings, editing and collation of assemblies remote or in person and meetings to go out remotely/virtually.
5. To assist the ICT network operation within the school including:
- provide back up when necessary in dealing with and resolving user account issues and initial setting up;
  - support with the coordination and routine management of new ICT software packages e.g. ParentMail. Start and end of year Kerboodle and Accelerated Reader.
  - the co-ordination and ordering of ICT network consumables including ink and their installation where appropriate and train to do so.
6. To contribute to the school's ICT and marketing strategy and development on a regular basis by attending meetings as requested.

#### Line Management Responsibility

- ☐ To be responsible for ensuring identified staff update their sections of the website and MST on a regular basis.
- ☐ To provide staff training and support with regards to content for the website, including training for staff as required with regards to the uploading of resources.

#### Other Specific Duties and Additional Responsibility

- ☐ To play a full part in the life of the school community, to support its vision and ethos and to encourage and ensure staff and students follow this example.
- Undertake daily AM canteen duty as requested at 8.00am to 8.30am as required.
- ☐ To actively engage in the Performance Management (IPP) process and continue personal development.
- ☐ To undertake any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

### Child Safety

- ☐ We are committed to safeguarding and protecting the welfare of children and young people and expect all staff and volunteers to share this commitment.
- ☐ To ensure that the school's Safeguarding & Restraint Policy and practice is adhered to at all time.
- ☐ To be responsible for implementing and embedding the school's safeguarding policy & practice, alerting the appropriate colleagues or school's Designated Safeguarding Lead to welfare and safeguarding concerns.
- ☐ To fulfil and meet the responsibilities set out in the current DfE 'Keeping Children Safe in Education' and DfE 'The Prevent Duty'.

### Health & Safety

- ☐ To be responsible for following the school's Health & Safety policy and practice, alerting the appropriate school staff to areas of concerns.
- ☐ To be responsible for completing health & safety training as required.
- To undertake such others duties as may reasonably be allocated by the Headteacher or other SLT within the purview of the post.

### Intellectual Property Rights

- All work in the form of curriculum resources and SOW and any other materials produced for students or staff whilst at employee at Hounslow, remains within the ownership of the school. As such the school can determine whether this work is shared with others outside of the school. Upon leaving a copy of the work and materials should and must be left within the school (electronically or hard copy).

*January 2022*

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

School Online Resource & Publicity Manager		E/D Essential/ Desirable
<b>Qualifications</b> Relevant ICT qualification  Diploma/Degree or higher qualification (completed or pending)  Maths & English GCSE at A*-C		D  D  E
<b>Experience</b> Relevant ICT experience  Experience of using & installing software  Marketing /Publicity Experience  Proven Web based experience  Recent experience of programming language to support website & VLE operation & development  Experience of digital media & videoing equipment		E  E  D  E  D  D
<b>Skills and Abilities</b> Excellent organisational and problem solving skills  Excellent ICT skills including Microsoft software  Ability to use initiative and work independently without instruction  Ability to collaborate positively with colleagues  Ability to direct and support others  Ability to manage workload and keep to deadlines  Excellent oral and written skills  A sense of humour  A high degree of common sense  Adaptable and flexible  Self- motivated & proactive  Ability to communicate with staff and students alike		E  E  E  E  E  E  D  E  E  E  E

Commitment to Equal Opportunities		E
Commitment to improving student outcomes		E
Good personal presentation – a professional style of dress is expected		E
Excellent attendance and punctuality		E
Understanding of Safeguarding practice and DFE requirements		E

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