

Role Profile: Communications Officer

Job Description

Job Title:	Communications Officer
Location and Team	Lancaster Girl's Grammar School, Regent Street, Lancaster, LA1 1SF Administration Team
Terms	Permanent 37 hours over 5 days per week Working 40 weeks per year (189 teaching days + 1 training day + 10 days during school closures) Your pay will also include 6.41 weeks' paid annual leave, based on a pro-rated proportion of the full-time allowance of 36 days per year, rising to 42 days after 5 years' service.
Salary Range	Grade 5, NJC Scale Points 6 - 11, currently £25,183 - 27,269 for full time and full year employees. Your actual salary will be pro-rated using the following formula: The salary will be pro-rated to reflect your actual working hours/ weeks using the formula: <i>full year salary / full time hours per week X contract hours per week / full time weeks per year x contract paid weeks per year = pro-rated annual pay / 12 months = monthly pay.</i> For example: £25,183 /37 x37 hours /52.143 x 46.41 weeks = £22,414 per year /12 months = £1868 per month.
Responsible To	Senior Administrator
Staff Responsibility	None
Essential car user	No
Job Purpose/ Scope of Work	To develop and implement the school's communications and marketing strategy to ensure that key information, including the showcasing of successes are shared effectively with the school and wider communities.

Key Responsibilities:

General

- Oversee the maintenance of the school website.
- Ensure that the school is kept up to date with clear, engaging and accessible material that demonstrates the vision and values of the school, targeted appropriately to stakeholder groups.
- Ensure effective use of social media as a means of the key messages of communication across the school and monitor usage statistics.
- Develop the use of the management information system and appropriate parent communication app.
- Develop other aspects of the school's online marketing, including recruitment of staff where appropriate and keep abreast of and capitalise on digital/electronic initiatives.
- To monitor and respond to communications across a number of channels: including the general email, student communication system and social media.
- Ensure the internal and external communications across the school, including the newsletters and staff handbook, are used effectively to promote the school's vision and values.
- Develop, collate and edit creative, well-written material (and edit copy written by others) for a variety of media and purposes such as: the website, newsletters, press articles and advertisements and to develop this using the full range of available media.
- Ensure effective press coverage, including identifying opportunities for stories and events, obtaining feedback about such events from those who have been responsible for them.
- Help manage the booking of advertisements for local press and magazines and evaluate response.

Visual Imagery

- Photograph key events in the school and liaise with pupils and staff to gather the relevant details for the website, school newsletters, press releases and other promotional material.
- Support the creation of engaging displays throughout the School, including the digital screens, which capture the school's vision and values.
- Maintain and manage a well-catalogued photographic library, for promotional use in whatever form.
- Oversee the use of moving image to promote the school on the website or via other means, liaising with pupil groups as appropriate.

Design

- Oversee the designing and editing of the various school publications, obtaining the material needed from the staff responsible to ensure that a complete record of activities is covered which convey the vision and values of the school.
- Assist with the production of other publications such as the school prospectus, ensuring

that they convey the vision and values of the school.

- Oversee the production of promotional materials such as advertisements, flyers and newsletters for external audiences, including events such as Open Evenings.
- Create publicity material for internal events such as drama and music programmes, materials for parent events and other such materials.
- Liaise with external printers to manage the production process and ensure that material is produced on time, to a high quality and that it is value for money.
- Oversee the ordering of publicity materials such as those which might be given during transition events
- Support with compiling presentations for members of the senior leadership team, such as those for open evening events.

Alumnae and community links

- Support the development of strong Alumnae and community links with a wide range of former students and organisations, so that the community has a pivotal role within the local community.
- Maintain up to date Alumnae information.
- Produce and provide regular updates for our Alumnae network including newsletters, social media and emails.
- Explore and develop opportunities for the pupils and staff to become further engaged with the Alumnae network and local community and liaise effectively with staff to ensure that these opportunities are taken up and effectively promoted.

Individuals in this role may also:

- Support with other administrative tasks and provide cover for absent colleagues.
- Participate in trips and visits.
- Supervise groups of students, under the direction of a teacher – such as providing break or lunchtime supervision.

In addition, other duties of a similar nature and at no higher a responsibility level may be interchanged with/ added to this list at any time.

Prepared by (name, role, date): C Gillies 20/12/2024

The above Job Description sets out the area of work in which duties will generally be focused, and gives an **example** of the type of duties that the postholder could be asked to carry out.

Please note that this is for **guidance** only. Postholders are expected to be flexible and to operate in different areas of work/ carry out different duties as required.

Equal opportunities

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

Health and safety

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must co-operate with us to apply our general statement of health and safety policy.

Safeguarding Commitment

We are committed to protecting and promoting the welfare of children, young people and vulnerable adults.

Student Focus

We put our students' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

Person Specification

Job Title:	Communications Officer	Grade:	5
Requirements (based on the job description)		Essential (E) or desirable (D)	To be identified by: application form (AF), interview (I), references (R), or other (give details)
Qualifications			
4 GCSE passes at Grade A-C/ Level 4 or equivalent, including Maths and English	E		AF/ certificates
Recognised Level 4 or higher qualification in a relevant discipline	E		AF/ certificates
Experience			
Previous experience of clerical/ administrative work	E		AF/ I/ R
Previous experience of the Microsoft Office systems/ packages particularly Word and Excel	E		AF/ I/ R
Experience of funding applications and fundraising activities	D		AF/ I/ R
Experience of researching using the internet	D		AF/ I/ R
Experience of marketing and publicity	E		AF/ I/ R
Knowledge, skills and abilities			
Excellent oral and written communication skills with the ability to communicate at all levels	E		AF/ I/ R
Efficient and well organised	E		AF/ I/ R
Strong IT skills	E		AF/ I/ R
Able to use own initiative	E		AF/ I/ R
Self motivated and enthusiastic	E		AF/ I/ R
Ability to work as part of a team	E		AF/ I/ R
Knowledge of the concept of confidentiality	E		AF/ I/ R
Flexible attitude to work	E		AF/ I/ R
Other (including special requirements)			

Satisfactory DBS clearance	E	I
Commitment to safeguarding and protecting the welfare of children and young people	E	AF / I
Commitment to equality and diversity	E	AF / I
Commitment to health and safety	E	AF / I
Commitment to attendance at work	E	AF / I
Commitment to undertake relevant professional development and safeguarding training	E	AF / I

Pre-Employment Risk Identification Form (R.I.F.)

This form is provided to potential applicants so that you are aware of the potential risks associated with this role; this form does not override the employer's requirement to undertake a general risk assessment under the management Health and Safety at Work Regulations 1999.

Post title	Communications Officer
------------	------------------------

A. The job to which this form refers will or may involve one or more of the following activities. (Indicated by Yes or No.)

Please note that if any of the following 10 activities are involved, there is an automatic requirement for a pre-employment assessment by Occupational Health and, possibly, for subsequent Health Surveillance.

		Yes	No
1	Work at heights (<i>e.g. over 2m from tall step/extension ladders; scaffold towers, roofwork etc</i>).		X
2	Work in excessively noisy environments above statutory control limits (<i>Highly unlikely to include examples associated with any office environments. Examples might include use of woodworking machinery, road drilling, masonry cutting etc</i>).		X
3	Work in unusual environmental conditions (<i>e.g. where access or egress or free flow of air may be restricted or where there may be a build up of gases, vapours or fumes or the use of breathing apparatus is required</i>).		X
4	Use of hand operated tools and equipment known to be associated with hand arm vibration syndrome (<i>e.g. percussive metalworking tool; rotary handheld tool [not floor polishers]; grinders; percussive hammers and drills etc</i>).		X
5	Driving a heavy goods vehicle, coach, bus or minibus belonging to Lancashire County Council, transporting others in their own vehicle, or regularly transporting more than three other people as part of normal duties.		X
6	Some contact with hazardous substances (<i>e.g. chemicals with an orange warning label indicating: very toxic; toxic; harmful; corrosive; sensitising by inhalation/skin contact; carcinogenic; mutagenic; toxic for reproduction; professional bio/pesticides; organophosphates; gluteraldehyde; latex gloves</i>).		X
7	Prolonged or frequent exposure to machine generated wood dust, or other heavy or excessive concentrations of mineral dust.		X
8	Work with lead or lead-based products (<i>e.g. some paints</i>).		X
9	Food handling/preparation (of raw or uncooked food only).		X

10	Occupational fieldwork or work in extreme conditions (e.g. involving excessive heat or cold or frequent walking for long distances over rough terrain in all weather conditions, forestry/countryside work).		X
----	--	--	---

B. The job to which this form refers will or may involve one or more of the following activities. (Indicated by Yes or No.)

This section is for the information of applicants and does not facilitate a referral to Occupational Health.

		Yes	No
11	Face to face contact with the public/service users (e.g. at sensitive front line posts re abuse, aggression, assault).	X	
12	Working in isolation/lone working.		X
13	Work with electrical wiring (e.g. colour blindness).		X
14	Work where there may be an increased risk of needlestick injuries or blood borne infections HIV; Hepatitis B; Hepatitis C: (e.g. site supervisors; site work, grounds or buildings maintenance, gardeners; some carers).		X
15	Work that may bring the employee into contact with rats, rat contaminated ground or other animals or livestock (e.g. risk of weils disease, other animal borne diseases, zoonoses).		X
16	Manual handling (other than routine office/administrative lifting and carrying e.g. assisting / moving service users with mobility problems, portering type activities).		X
17	Working with vulnerable service users (e.g. children with disabilities; the elderly; children/adults with learning difficulties; alcohol/drug abusers).	X	
18	Work involving repetitive movements or forced posture (e.g. twisting, screwing, movements of the hands wrists, arms and/or shoulders awkward body and limb posture or excessive force, bending, kneeling).		X
19	Work as a regular display screen user (where more than 1/3 of a person's time is spent using DSE continuously over any 1 month period).	X	

Any other occupational hazards/comments that you consider to be relevant to the post which are not included above: none.