

JOB DESCRIPTION

TITLE:	Design and Marketing Assistant
SCHOOL:	Challney High School for Girls
RESPONSIBLE TO:	School Manager
GRADE:	L4 15 hours per week/ 42 weeks per year

PURPOSE OF POST: To support the School with the design and coordination of publications, presentations, website content management and positive social media posts and promotions. To be on hand to photograph key School activities and events.

KEY RESPONSIBILITIES

- To assist in layout, design and copywriting of the schools marketing materials including posters, banners, sales material etc. that will help to promote our activities externally in a positive manner.
- To support the school on all marketing projects as required.
- To take high-quality photographs, create videos and work on artwork to develop marketing materials as needed.
- To monitor and ensure quality standards are met across all school design material e.g. logos are positioned on all communication material in line with the brand guidelines and communications guides.
- To assist with producing school PowerPoint and other presentations for key stakeholders.
- To assist with the coordination and management of marketing campaigns as required – for example; creating marketing material to support the HR functions with their recruitment initiatives.
- To oversee, the design, production and distribution of physical materials including displays, leaflets, posters, programmes, tickets, templates, booklets, brochures, prospectuses, banners, stationery, event materials, promotional goods and other branded items.
- To update and maintain the School's website in conjunction with the School Manager.
- To attend school events such as Open Evenings and parent events to promote over social media platforms.
- To set and raise the profile of the School's brand and our Values & Vision.

Safeguarding Children

All support staff are part of a whole school team. They are required to support the values and ethos of the school and school priorities as defined in the School Improvement Plan. This will mean focussing on the needs of colleagues, parents and pupils and being flexible in a busy pressurised environment.

Because of the nature of this job, it will be necessary for an enhanced DBS check to be undertaken. This post is exempt from the Rehabilitation of Offenders Act 1974 and therefore applicants are required to declare all unspent cautions and convictions; and also, any adult cautions (simple or conditional), and spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2020). A person's criminal record will not in itself prevent a person from being appointed to this post. Applicants will not be refused posts because of offences which are not relevant to, and do not place them at or make them a risk in, the role for which they are applying. However, in the event of the employment being taken up, any failure to disclose such offence, as detailed above, will result in dismissal or disciplinary action by the Authority.

Person Specification

Attributes	Essential	How Measured	Desirable	How Measured
Experience	Previous experience of using the Adobe Creative Suite (In particular InDesign)	5	Experience in the Education sector.	1,2
	Experience using Canva	5	Content management experience.	1,2
	Experience of working in a design environment.	1,2		
	Substantial previous experience of using Microsoft Office, including Word and PowerPoint.	1,2		
	Some experience of using photographic equipment.	1,2		
	Demonstrable experience of use of design packages to produce marketing and promotional materials.	5		
	Experience using social media channels.	1,2		
Skills/Abilities	To be able to organise and prioritise work effectively.	1,2		
	Creative problem solver and forward thinker.	1,2		
	To have the ability to check and maintain accurate written and computer records with attention to detail.	1,2,5		
	To have the ability to work to agreed deadlines and targets.	1,2		
	Able to communicate effectively with all members of the school community and other stakeholders.	1,2		
	Substantial skills in proof-reading and editing marketing material	1,2,5		
	To have excellent interpersonal and communication skills.	1,2		
	1,2,5			

	To ensure written content is well organised, disciplined and of good structure which is accurate, clear, concise and creative.			
Education and Training	English and maths A – C OR 5- 9 GCSE or equivalent qualification.	4		
	Qualifications relevant to the job or equivalent creative experience, such as graphic design, marketing or communications.	4		
	Able to commit to relevant job training.	1,2		
Other Requirements	The post-holder will be required to undergo criminal, medical and reference checks as part of the appointment process and must be willing to undertake Safeguarding training.	1,2		
	To be committed to the principles of equality of opportunity and committed to personal and professional development.	1,2		
	Willing to adjust at short notice, the tasks and activities undertaken to meet the changing demands and priorities during work periods.	1,2		
	Commitment to the guiding principles of the school – Respect, Opportunity, Achievement	1,2		
	To be prepared to carry out additional duties, which may reasonably be required by the Headteacher.	1,2		

(1 = Application Form 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise)

We will consider any reasonable adjustments under the terms of the Equality Act (2010), to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The job-holder will ensure Chiltern Learning Trust and the School's policies are reflected in all aspects of his/her work, in particular those relating to;

- (i) Equality Act (2010)
- (ii) Health and Safety (1974)
- (iii) Data Protection Act (2018)

Because of the nature of this job, it will be necessary for the appropriate level of criminal record disclosure to be undertaken. Therefore, it is essential in making your application you disclose whether you have any pending charges, convictions, bind-overs or cautions and, if so, for which offences. This post will be exempt from the provisions of Section 4 (2) of the Rehabilitation of Offenders 1974 (Exemptions) (Amendments) Order 1986. Therefore, applicants are not entitled to withhold information about convictions which for other purposes are 'spent' under the provision of the Act, and, in the event of the employment being taken up, any failure to disclose such convictions will result in dismissal or disciplinary action by the Authority. The fact that a pending charge, conviction, bind-over or caution has been recorded against you will not necessarily debar you from consideration for this appointment.