



JOB DESCRIPTION

Role Title	Department	Reports to
Marketing and Communications Co-ordinator	Operations	Administration, Information and Communications Manager

PURPOSE

To lead on and co-ordinate Marketing and Communications for the Academy, including social media, ensuring high standards of communication are maintained.

The following job description outlines the main responsibilities of the job and is not an exhaustive list of all relevant duties. The Trust reserves the right to alter this job description at any time.

DIMENSIONS

Direct Reports	Budget Responsibility
None	None

PRINCIPAL ACCOUNTABILITIES

- To coordinate all external communications for the Academy, ensuring high standards of communication are maintained.
- To manage social media on behalf of the Academy, increasing its visibility, strengthening community links, and managing the school's online profile/reputation.
- To manage and create the content of the Academy website, to ensure that it remains up to date, relevant, engaging and fully compliant with requirements.
- To take ownership of the school calendar, newsletter, prospectus and surveys.
- To take ownership of all communication via Parentmail, providing quality control for all letters and correspondence sent to parents from the Academy.
- To be responsible for the communication and coordination of all Parents Evenings.
- To support with staff communications by taking notes at staff briefings, collating weekly bulletins and maintaining the staffroom noticeboards
- To carry out parent, student and stakeholder research and surveys, analyse and present the results.
- To manage school photo permissions
- To support with the development and implementation of a marketing and communications strategy
- To support with marketing of Watling's new Sixth Form.
- To support with fundraising bids and income generation, such as supporting the Finance & Lettings team with the marketing of the Academy facilities
- To support with ad hoc projects and tasks, as directed by the Operations Manager or Administration, Information and Communications Manager.

- To liaise as necessary with staff, students, parents, professional colleagues, external agencies and the public.
- To lead by example as a Senior administrator, in respect of professionalism, efficiency and confidentiality.
- To provide support in the Admin Hub in the event of staff absence
- To provide occasional support at marketing events, such as open evenings, outside of core school hours.

As a Trust colleague

- To demonstrate knowledge, understanding and positively promote equality of opportunity.
- To support a positive culture throughout the organisation and adopt behaviours that exemplify the Trusts culture.
- To encourage the development of productive and collaborative working relationships across the Trust.
- The post holder will be required to undertake other duties and any reasonable instructions given by the line manager or the Trust.

PERSON SPECIFICATION (SKILLS, QUALIFICATIONS, COMPETENCE LEVEL ETC)

E – Essential

D - Desirable

Qualifications/Education	<ul style="list-style-type: none"> • Grade C and above in GCSE Mathematics and English (or equivalent) (Essential) • NVQ Level 3 in Business Administration or equivalent (Desirable) • High level of English proficiency (both oral and written) (E)
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Knowledge/Experience	<ul style="list-style-type: none"> • Previous experience of using social media for marketing purposes (E) • Previous experience of successfully creating engaging content for websites and social media (E) • Previous experience of managing a website and uploading content (E) • Understanding of the DfE requirements of school websites (D) • Previous experience of working in an education environment, or a demonstrable understanding of the marketing and communications requirements of a secondary Academy gained from research (E) • Extensive experience of using Microsoft 365, including Word and Excel (E) • Previous of experience of working with marketing software such as Publisher, Sway and Canva (D) • Experience of leading on, or inputting into, an organisation’s marketing strategy (E)
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	<ul style="list-style-type: none"> • Understanding of data protection and how this would apply in a school environment (D) • Photographic skills (D)
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Technical/Business Skills and Training	<ul style="list-style-type: none"> • Excellent administration and organisational skills (E) • Able to establish priorities and work to tight deadlines (E) • High levels of accuracy and attention to detail (E) • The ability to draft complex correspondence (E) • The ability to engage effectively with stakeholders at all levels (E)
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Aptitude/Personal skills required	<ul style="list-style-type: none"> • Professional communicator at all levels, capable of multitasking, problem solving and delivering to strict deadlines (E) • Exceptional customer service skills (E) • Resilience, the ability to be flexible and handle high levels of pressure with consistent ability to meet deadlines (E) • Flexible to meet the needs of the school (E) • Motivated to work with and support young people (E) • A keen, positive and enthusiastic team player who is approachable and amicable (E)
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Associate Staff Standards

We as Trust colleagues, make upholding the reputation and standards of the Trust our first concern, and are accountable for achieving the highest possible standards in our work and conduct. Our Job Descriptions define the behaviour and attitudes required. We act with honesty and integrity; have strong subject knowledge, keep our knowledge and skills up to date and are self-critical; forge positive professional relationships and work with parents/carers, visitors and outside agencies in the best interests of students.

Personal and Professional Conduct (Job Description Statement)

A colleague is expected to demonstrate consistently high standards of personal and professional conduct. The following statements define the behaviour and attitudes which set the required standard for conduct for all employees;

We uphold public trust and maintain high standards of ethics and behaviour, within and outside school, by:

- Treating students, colleagues, visitors and parents/carers with dignity, building relationships rooted in mutual respect and at all times observing proper boundaries appropriate to our position;

- Having regard for the need to safeguard students' well-being, in accordance with statutory provisions;
- Showing tolerance of and respect for the rights of others;
- Not undermining fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of those with different faiths and beliefs;
- Ensuring that personal beliefs are not expressed in ways which exploit students' vulnerability or might lead them to break the law;
- Maintaining high standards of confidentiality and acting with integrity at all times.

I hereby confirm that I have received a copy of the above job description

PRINT: SIGNED: