

Job Description Marketing and Communications Officer

The Futures Trust and Barr's Hill School are committed to safeguarding and promoting the welfare of Children and Young People, and require all staff and volunteers to share this commitment.

Responsible to	Headteacher and Assistant Headteacher
Grade	4 (pro rata £11,178 - £12,987 per annum)
Hours	25 hours per week, term time only plus 2 weeks (40 weeks). A flexible approach to working hours is required including occasional work during evenings, school holidays and weekends with advance notification
Location	Based at Barr's Hill School with some requirement to travel

Job Purpose

To work under the direction of colleagues to develop and deliver the School's marketing strategy, to enable the School to become the School of first choice in its community.

To undertake projects, co-ordinate and implement marketing and communications activities and develop working relationships with internal and external stakeholders, which serve to raise the profile of the School and the Trust, secure and protect brand identity and deliver desired outcomes.

Duties and responsibilities

- Work both independently and with colleagues to further develop and deliver the School's marketing strategy and all associated activities, aligning work with and positively promoting the values of the Trust.
- Develop effective professional working relationships with internal and external stakeholders at all levels, and manage public relations activities including press coverage under the guidance of the Trust Development Director.
- Build and maintain knowledge of the School's pupil profile, working practices, calendar and cycles.
- Conduct market research and gap analysis to inform strategy and contribute to the development of the whole school offer; utilising environmental scanning, market segmentation and targeting to provide insight and develop the school's position in defined markets.
- Proactively plan to ensure that projects and marketing and communications activities are aligned with and meet the needs of School work cycles.
- Prepare and present targeted, high quality, engaging and accurate copy for a variety of media, including newsletters, press articles and promotional literature, which convey the School's key messages and values to a range of audiences.
- Utilise Adobe Photoshop, In-design and similar to provide high quality creative graphic design for a range of digital and print materials.
- Manage and develop the School's marketing image library including taking photos and securing and briefing external photographs for major campaigns, ensuring that the rules in relation to consent, data protection and copyright are adhered to all times.
- Ensure that the School's communications demonstrate an awareness of and responsiveness to cultural differences.

- Create and manage high quality up to date web content for both the School and Trust as required, and assist with the publication of information on the respective websites to maintain statutory compliance.
- Contribute to and manage School web and media accounts to maximise the positive exposure of the School across these platforms, and play a role in the development of the use of social media to widen the School's marketing reach.
- Contribute professional marketing expertise to assist internal stakeholders.
- Undertake proof reading of in house copy and promotional literature and assist School staff to consistently apply brand identity to communications and presentations, for example, developing simple toolkits, templates and guides.
- Support School events, providing advertising and promotional materials including programmes, posters and exit surveys.
- Attend and support major school marketing events including Open Evenings, public exam results days, promotional days including Community Events and high profile school visits as directed by the Trust Development Director and or the Headteacher.
- Monitor, analyse, evaluate and regularly report on the progress, cost and impact of marketing activities.
- Report any safeguarding concerns in accordance with School and Trust safeguarding policies and procedures.

Line management

- The job involves no direct responsibility for the supervision, direction or co-ordination of other employees. The work will involve demonstration of own duties, and providing advice and guidance to other employees.

Professional Development

- Maintain personal professional development to ensure that the knowledge and skills required to fulfill the role of Marketing and Communications Officer are up to date.
- Be a professional role model, and understand and promote the aims of the School and the values of the Trust.
- Request advice, guidance and assistance from the Trust Development Director and or the Headteacher to undertake any aspects of the role as required.

Special conditions of employment

<p>Rehabilitation of Offenders Act 1974</p>

<p>This job is exempt under the Exceptions Orders to the Rehabilitation of Offenders Act 1974. Appointment to this job is subject to an enhanced DBS disclosure being obtained, and any relevant cautions, convictions, bindover orders and warnings being considered.</p>

<p>If the jobholder is arrested, summonsed for an offence or receives a conviction a bindover order or a warning given by a police force, they are required to inform the Headteacher of this fact immediately. Such information will be treated in confidence, so far as this is consistent with the safety of children, compliance with statutory child protection procedures and the School's relevant policies. Failure to disclose such information may result in disciplinary action which could lead to</p>

the termination of the jobholder's employment.

Safeguarding and Promoting the Welfare of Children and Young People

The jobholder is required to follow all of the School's policies and procedures in relation to safeguarding at all times, and to adhere to the statutory guidance 'Keeping Children Safe in Education'. The jobholder must take appropriate action in the event that they have concerns, or are made aware of the concerns of others, regarding the safety or wellbeing of children or young people.

Health and Safety

The jobholder is required to exercise their duty of care by taking responsibility for their own health and safety, and the health and safety of other people who may be affected by their acts or failure to act. Full guidance regarding health and safety is set out in the School's Health and Safety Policy, and in any risk assessments relevant to the jobholder's role or circumstances. Both can be accessed via the jobholder's line manager, and the jobholder is required to comply with these and to use any protective clothing or equipment as instructed at all times.

Confidentiality and Data Protection

The jobholder is expected to comply with the provisions of the Data Protection Act 1998. Any information they have access to, or are responsible for, must be managed appropriately and any requirements for confidentiality and security observed. Information must not be disclosed to any person or Authority, for example a parent or the Police, without observing the correct procedure for disclosure as set out in the School's Data Protection Policy. Nothing shall prevent the jobholder from disclosing information that they are entitled to disclose under the Public Interest disclosure Act 1998 as amended, provided that the disclosure is made in accordance with the provisions of that Act/s.

Equality and Diversity

The School and the Trust are committed to equality and value diversity. As such the School and the Trust are committed to fulfilling their Equality Duty obligations and expect all employees to share this commitment. The Duty requires the School and Trust to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, advance equality of opportunity and foster good relations between people who share characteristics, such as age, gender, race and faith, and people who do not share them. The jobholder is required to treat all people they come into contact with, with dignity and respect, and is entitled to expect this in return.

Training and Development

The School has a shared responsibility with the jobholder for identifying and satisfying training and development needs. The jobholder is expected to actively contribute to their continuous professional development and learning, and to attend and participate in any training or development activities required to assist them in fulfilling their role and meeting their safeguarding and general obligations.

The Trust Operates a Strictly No Smoking Policy

This applies to all School premises and those where School services are provided.

This job description reflects the major tasks to be carried out by the jobholder and identifies the level of responsibility at which the jobholder will be required to work, as at the date on which the last review took place.

This job description may be subject to review and / or amendment at any time to reflect the requirements of the job. Any amendments will be made in consultation with any existing jobholder, and will be commensurate with the grade for the job. The jobholder is expected to comply with any reasonable management requests.

Job description reviewed by: Chris Jupp, Headteacher

Date: April 2019