

JOB DESCRIPTION

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| Job Title: | Marketing and Communications Officer |
| Location: | Head Office |
| Pay Point: | Grade 8 |
| Conditions of Service: | Support Contract of Employment |
| Responsible to: | Director of Operations |
| Responsible for: | N/A |

Main Purpose

- Working closely with the Director of Operations, CEO, central team and school Principals in promoting the Trust's excellent work to both internal and external markets and communicating the Trust's proposition to the industry across several networks.

Main Duties and Responsibilities

- Managing websites and assisting schools with questions and content while ensuring they are updating and maintaining their sites.
- Writing blogs and updating case studies.
- Monitor Google Analytics for site performance, identify and fix issues, suggest content reach plans
- Managing social media channels:
 - Create content around upcoming thought-leadership / events. inc images, video, GIFs, text copy
 - Creating strategies and content around key topics
 - Supporting schools on increasing reach
 - Maximising opportunity from school events
 - Identifying opportunities for growth
 - Interacting with followers
 - Running paid for / sponsored / targeted campaigns
 - Maintaining a high profile of activities across all our channels
- Managing relationships with external designers and third parties; ensuring material is delivered on time and to standard
- Acting as brand ambassador and ensuring brand guidelines are followed across all markets
- Carry out an audit of marketing materials against the needs of the business
- Plan marketing materials in line with business goals



We believe, you achieve

- Develop a consistent sense of brand that runs through everything we produce
- Liaise with colleagues across the business to understand marketing priorities and requirements, and to support the use of marketing materials
- Coordinate the marketing request process and the production of marketing materials.
- Be responsible for marketing material stock control
- Other reasonable duties which may arise

Professional Accountabilities

- The post holder is required to be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.

Safeguarding

- Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with.

Financial Management

- Personally accountable for delivering services efficiently, efficiently within budget and to implement any approved savings and investment allocated to the service area.

People Management

- To comply and engage with people management policies and processes
- Contribute to the overall ethos/work/aims of the Trust.
- Establish constructive relationships and communicate with other agencies/professionals.
- Attend and participate in regular meetings.
- Participate in training and other learning activities and performance development as required.
- Recognise own strengths, areas of expertise and use these to advise and support others.

Equalities

- Ensure that all work is completed with a commitment to equality and anti-discriminatory practice, as a minimum to standards required by legislation.

Climate Change

- Delivering energy conservation practices in line with the trust's corporate climate change strategy.

Health and Safety

- Ensure a work environment that protects people's health and safety and that promotes welfare and which is in accordance with the Trust's Health and Safety policy

PERSON SPECIFICATION

| Attributes | Essential | Desirable |
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| Qualifications | <ul style="list-style-type: none"> • Professional Qualification in marketing or a relevant discipline • IT or social media training | |
| Experience/Skills | <ul style="list-style-type: none"> • Extensive experience working in a marketing and communications environment • Experience of working in a fast paced environment. • Experience of managing a small budget. • Excellent written & oral skills. • Excellent IT skills in Microsoft Office including Word, Excel and Powerpoint | <ul style="list-style-type: none"> • Education setting experience or enthusiasm |
| Knowledge | <ul style="list-style-type: none"> • An excellent working knowledge of social media channels • Knowledge of WordPress • Understanding the relevant marketing channels open to schools and multi academy trusts • Excellent communicator and team player with the ability to communicate with people at all levels • Ability to relate well to children and adults. • Excellent organising, planning and prioritising skills. • Ability to persuade, motivate, negotiate and influence. • Ability to plan effectively. • Methodical with a good attention to detail. | |
| Personal Attributes | <ul style="list-style-type: none"> • Identifies the service needs of the pupils, staff, and other stakeholders by proactively gathering feedback to ensure own service delivers the diverse needs of its customers. • Ensures main strategic priorities are translated into clear | |

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| | <p>objectives and practical actions, ensuring resources and activities of the team are aligned.</p> <ul style="list-style-type: none"> • Develops and nurtures personal relationships within and outside the organisation. • Anticipates the need for change and proactively introduces systems and support transition. • Overcomes obstacles to achieve team objectives. • Requires minimum or no supervision. • Helps others to find value for money ways to continuously improve the service. • Proactively seek opportunities to increase job knowledge and understanding. • Manages demanding workloads and meet commitments | |
| <p>Safeguarding</p> | <ul style="list-style-type: none"> • Enhanced DBS and Children's Barred List clearance. • Motivation to work in an environment with children and young people & vulnerable adults. • Ability to form personal boundaries in an environment with young people and vulnerable adults. | |