

Newham Community Learning - Job Description

Job title:	Marketing, Communications and Alumni Officer
Grade:	Grade: Scale S01, Spinal Column Points 23-25, term time only.
Location:	Trust Office, South East Building, Eastlea Community School
Job description reviewed by:	Director of Staff Development & Deputy CEO
Is a person specification included?	Yes
Date reviewed:	June 2026

[NCLTrust.net](https://www.ncltrust.net)

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Newham Community Learning - Trust Office, Exning Road, London E16

Newham Community Learning is a charitable company limited by guarantee and registered in England and Wales.
Company Number 09896221. Registered office: Sarah Bonnell School, Deanery Road, London E15 4LP.

JOB DESCRIPTION AND PURPOSE – Marketing, Communications and Alumni Officer

Grade: Scale S01, Spinal Column Points 23-25, term-time only.

Based at: School Improvement Office, with some travel between offices and schools.

Reports to: Director of Staff Development

Manages: n/a

Liaison with: Central Team and school leadership teams as directed

Responsible for: Supporting all media, marketing, community outreach and externally facing training provision at Trust level - which includes conceptual work, the use of various media (eg. photography), design work, technical expertise in the use and deployment of social media and other online platforms, as well as the provision of administrative support services across all these areas.

In addition, to assist the Newham Community Learning Trust School Improvement Team by providing administrative support in order to free up their time for strategic tasks and responsibilities.

Budget: not applicable

Other requirements: This post is subject to an enhanced DBS check, and is exempt from the Rehabilitation of Offenders Act (1974)

PROTECTING OUR CHILDREN - SAFEGUARDING

Everyone who comes into contact with children and their families has a role to play in safeguarding children. We recognise that staff at our school play a particularly important role as they are in a position to identify concerns early and provide help for children to prevent concerns from escalating. **All staff are advised to maintain an attitude of 'it could happen here' where safeguarding is concerned.** When concerned about the welfare of a child, staff members must always act in the **best interests** of the child.

PROTECTING OUR STAFF AND OUR RESOURCES – HEALTH AND SAFETY

Adherence to health and safety requirements, which includes proper risk management processes, is required from all staff at school in so far as this is relevant to their roles. All staff are expected to understand their responsibilities for protecting and promoting the health and safety of all children and colleagues.

EQUAL OPPORTUNITIES

Newham Community Learning has a strong commitment to achieving equality of opportunity in both its

services to the community and in its employment of people, and expects all staff to understand and to promote its policies in their work.

DATA PROTECTION

UK GDPR and the Data Protection Act 2018 control how personal information is used by our Trust. Everyone responsible for handling and using personal data has to follow strict rules called 'data protection principles', which apply to any and all data concerning a living individual. An introduction to data protection is provided in our induction systems; refresher training is also provided. Staff are required to seek advice from the leadership team should they have any queries regarding the processing of personal data of fellow members of staff, children or parents.

PURPOSE OF JOB

The key tasks and accountabilities of this role include conceptual design work, media work (including photography), technical proficiency across Word Press, Canva, social media platforms, database design and management, supporting event management and effective administrative support across a number of areas.

There are a number of key areas of work that the Communications and Marketing Officer will be responsible for, at Trust level:

Duties and responsibilities

Marketing & Branding

- Out-of-Home Marketing: Design and distribute physical marketing materials including banners, posters and flyers.
- Liaison with external printers to manage the production process and ensure that material is produced on time and to a high quality
- Media Relations: Connect and communicate with local media to secure media coverage for school news.
- In-House Branding: Manage and maintain branding consistency across the Trust.

Digital & Communications

- Social Media Management: Create content and drive social media activation for both individual schools and the Trust.
- Website Management: Oversee all school websites, handling regular updates, refreshes, and ad-hoc changes.
- Trust-Wide Communications: Produce and distribute internal/external communications, including half-termly newsletters and NCL bulletins.

Alumni Engagement

- Alumni Management: Manage engagement with alumni to inspire current students and attract new students to the Trust's schools.
- Database Management: Effectively design, implement and manage alumni databases, collaborating with external partners when necessary.
- Plan, implement, manage and improve an Alumni database for all schools
- Set up and manage LinkedIn accounts across secondary schools. Manage alumni pages.
- Utilise other social media platforms to engage with alumni, share updates, and facilitate networking.
- Regular communication to keep alumni informed about School-Centred Initial Teacher Training (SCITT) recruitment, school news, events, and achievements.
- Highlight the accomplishments of alumni to showcase their success and inspire current students.
- Help to plan reunion and other opportunities to bring alumni together.
- Ability to analyse data to track success.

SCITT Administration Programme Support

- SCITT Support: Provide marketing and administrative support for the Trust's SCITT programme.
- Develop the Trust's social media presence to attract trainees to our provision.
- Identify promotional opportunities, and support with the planning and delivery of events and activities.
- Create engaging marketing materials to promote the benefits of training with NCL SCITT.
- Develop and maintain accurate databases to support marketing and recruitment activities.
- Maintain and update the SCITT page on our website.
- Provide recruitment and administration support.
- Respond to phone and email enquiries.
- Setup and manage SCITT interviews across secondary schools.
- Admin support with DfE 'apply' and 'manage' portals.

Enrichment

- Event Planning & Management: End-to-end planning, coordination, and execution of Trust-wide enrichment events, ensuring high-quality delivery from initial concept through to successful event delivery.
- Marketing & Promotion: Design, develop, and distribute targeted promotional materials to drive engagement and maximize participation in enrichment activities across the Trust.
- Event Photography: Manage and execute on-site photography during events to capture high-quality content for promotional, archival, and communication purposes.

Supporting the School Improvement Team

- Own the end-to-end setup of internal and external meetings. Responsibilities include scheduling, issuing invitations, sending reminders and drafting and sharing agendas and briefing materials ahead of time to ensure meeting efficacy.
- Administer and maintain NCL user groups and folder hierarchies within the shared Google Drive to streamline team collaboration and document organisation.
- Liaise with others in the organisation to gather information and coordinate activities.
- Support the School Improvement Team in the production of the key school documents, for example school policies, handbook, Education Development Plan etc.
- Any other media, marketing or administrative support in these areas as directed to support the Trust's Central Team.

Mobility:

You will be required to work at any of the Trust's sites, including all schools and the central office, as directed. The role involves travel between locations, and you are expected to attend any Trust site as required to meet operational needs. Flexibility in relation to location and working arrangements is an essential requirement of the role.

General Duties:

You will be expected to undertake any other duties and responsibilities that are commensurate with the role, as reasonably directed by the Trust or individual school leadership. This includes supporting the broader aims and priorities of the Trust and contributing to additional tasks, duties, projects, or activities as required to meet operational or organisational needs.

PERSON SPECIFICATION – Marketing, Communications and Alumni Officer

Key to your success in this role will be your excellent organisation and communication skills, an ability to influence (but with a personable manner), and your ability to manage and deliver effectively on a range of varied concurrent and challenging objectives within a fast-paced environment.

You will have excellent IT skills, and be familiar with the workings of all the key social media platforms. Familiarity with the Google ecosystem would be very helpful - as will proficiency managing and tracking large volumes of data.

You will be a self-starter, able to move work forward without detailed oversight, and with a keenness to get things done.

You will be flexible around the sort of work you do, and will be committed to your own professional development.

A relevant degree/other professional qualification is essential.

	Essential
Qualifications and Training	<ul style="list-style-type: none">· Educated to NVQ Level 3 or equivalent qualification· Be numerate and accurate· Excellent communication skills, both verbal and written· English and maths to GCSE/standard grade or beyond· Know how to use Canva and Word Press
Experience	<ul style="list-style-type: none">· An understanding of image, style and branding and a flair for a range of creative and effective design work, including digital signage, adverts, posters, websites, newsletters and other internal and external printed publications.· An understanding of social media and trends in the communications market, and the need to use this effectively with appropriate standards of style and branding.· A track proven track record working in design/media/communications - not necessarily in an education setting.

Professional Values	<ul style="list-style-type: none"> · Establish and maintain good professional relationships with the Central Team members and school leadership teams · Adopt a flexible approach to both the nature of the work required and how it is delivered · Willingly cooperates with others and highlights potential problems in a positive and supportive way · Ability to work collaboratively with colleagues both within the Trust and other organisations and carry out the role effectively knowing when to seek help and advice
Skills	<ul style="list-style-type: none"> · Promote the Trust’s aims and objectives positively · Establish and develop appropriate relationships with all colleagues in the Trust and those partners in the local community with whom the Trust works and may work in the future · Communicate effectively (both verbally and in writing) at all levels to a variety of audiences e.g. Central Team staff, Executive Team, Trustees etc. · Be able to prioritise workloads; have excellent time management and organisational skills · Be able to work under pressure and meet deadlines · Be prepared to learn and develop within the role · Produce accurate work with attention to detail · Be able to use own initiative and work independently
Personal Characteristics	<ul style="list-style-type: none"> · Punctual · Approachable and empathetic · Organised and resourceful; able to prioritise and to juggle competing requests effectively · Professional in all aspects of work · Proactive and solution-focused · Able to act with discretion and maintain confidentiality at all times
Other	<ul style="list-style-type: none"> · Be willing to undertake training commensurate with the post · Have or be willing to undergo an enhanced DBS check · Be willing to undergo a pre-employment health check

The Person Specification is an important part of the application process and will be used to shortlist candidates. You will need to demonstrate in your supporting statement/application form how you meet the criteria listed.