

St Augustine Academy

Job Description



Job Title:	PA to Principal and Marketing and Events Coordinator	Reporting to:	Principal
Grade and Range:	H pt. 26-30	Working Hours:	37 per week, TTO plus INSET and 2 additional weeks

Purpose and Context:	<p>Supporting the Principal through efficient diary management, communication handling, and administrative tasks, ensuring the smooth running of the school's leadership operations.</p> <p>Promoting the school's values and achievements through effective communication and well-organised events that strengthen community engagement and enhance the school's profile.</p>
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Duties and Responsibilities	<p>PA to Principal</p> <ul style="list-style-type: none"> • To provide a confidential, professional and efficient PA and administrative service for the Principal • To attend and undertake accurate and timely preparations for meetings of the Senior Leadership Team, including agendas, minutes and hospitality arrangements • Responsible for managing SAR's in line with GDPR requirements • To open, log and acknowledge the Principal's post on a daily basis, alerting to urgent or important correspondence. • As directed by the Principal to manage e-mail correspondence • To manage the Principal's electronic diary and those of the SLT, if required. • To prepare, design, compile, produce and/or distribute as appropriate letters, forms calendars, reports, lists, and/or any other documents required by the Principal, always ensuring accuracy, good presentation and efficiency. • To make and receive telephone calls on behalf of the Principal and take requisite action appropriately. • To welcome and provide hospitality for the Principal's guests. • To organise all travel and hotel arrangements for the Principal and prepare expense claims • To ensure the Principal has all papers, tickets and travel details for meetings. • To provide administrative support to the SLT • To record, manage and coordinate all complaints into the Academy. • To maintain, and update as required, accurate data, policies, records and files, whether online or paper based and whether related to staff, students or others • To liaise with the Clerk and Members of the Academy Council as necessary. • To participate in the school's performance management process • To undertake any other reasonable duties as may be deemed necessary by the Principal
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	<p>Marketing</p> <ul style="list-style-type: none"> • Develop and implement marketing strategies to promote the school's values, vision, and achievements. • Manage the school's website and social media channels, ensuring content is current, engaging, and aligned with brand guidelines. • Design and produce promotional materials such as newsletters, brochures, prospectuses, and advertisements. • Plan and support open days, parent events, and school functions to enhance community engagement and visibility. • Liaise with local media, partners, and stakeholders to promote school news, achievements, and key messages. • Coordinate photography, videography, and content creation for school marketing purposes. • Monitor and report on the effectiveness of marketing activities, providing recommendations for improvement. • Maintain consistency in the school's branding across all platforms and communications. <p>Events</p> <ul style="list-style-type: none"> • Plan, organise and deliver a range of school events, including open events, award evenings, performances and parent engagement activities. • Work closely with staff, students, and external providers to ensure events run smoothly and meet school objectives. • Communicate with parents through communication platforms such Edulink and Intouch. • Create and manage detailed event timelines, task lists, and logistical plans. • Coordinate event promotion in collaboration with the marketing function, ensuring strong attendance and engagement. • Manage suppliers, bookings, and venue setup requirements. • Ensure all events reflect the school's values, safeguarding policies, and brand image. • Collect and analyse feedback to evaluate event success and identify areas for improvement. • Provide on-site support during events to handle logistics, troubleshoot issues, and maintain a positive experience for attendees.
Culture and Ethos	<ul style="list-style-type: none"> • To promote the Woodard Christian Ethos that embraces all faiths and none • To be alert to the health and safety of the working environment and to advise the line manager of any health and safety concerns
General	<ul style="list-style-type: none"> • To carry out any other duties as may reasonably be required by the Principal.

All staff are expected to;

- Promote the Woodard Christian ethos that embraces all faiths and none
- Take responsibility for their own professional development and support that of colleagues where appropriate
- Engage in the academy appraisal process and support colleagues in achieving their own targets where appropriate
- Have regard to guidance on Keeping Children Safe in Education
- Follow Trust policy and procedures
- Observe health and safety requirements and play their part in ensuring a safe working environment

This job description may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations in relation to the post holder's responsibilities.

All staff have an entitlement to high-quality induction and continuing support and development.

All staff will have opportunities to discuss their professional needs, both through performance management and through other professional dialogues.

Safeguarding Statement

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will need to undertake an Enhanced DBS check and/or a Barred List check. Management posts will be subject to a Section 128 clearance.

Equal Opportunities

The Trust is committed to equality of opportunity. We positively welcome applications from all sections of the community.

St Augustine Academy

Person Specification



PA to Principal and Marketing & Communications Coordinator

A Education and Qualifications		Essential or Desirable
1	Excellent Levels of literacy and numeracy	E
2	GCSE (or equivalent) passes in English and Mathematics	E
3	NVQ Level 3 (or equivalent) in administration or secretarial support	D
4	Fast, accurate typing speed (minimum 60wpm)	E
6	Relevant Qualification in Marketing	E
B Experience and knowledge		Essential or Desirable
1	Recent experience of providing high level PA and administrative support to senior leaders	E
2	Knowledge of CMS	D
3	Knowledge of SARs and GDPR requests	D
4	Experience and knowledge of secondary education including SIM/Arbour/Edulink	D
5	Experienced in preparing agendas and taking minutes	E
6	Experience of building/maintaining effective professional working relationships with key organisational stakeholders	E
7	Experience of Event Planning and Marketing (including Canva)	E
C Skills and abilities		Essential or Desirable
1	Ability to work on own initiative and problem solve effectively	E
2	High levels of interpersonal and communication skills at all levels	E
3	Able to work pro-actively and to assist the Principal in making the best use of their time	E
4	Excellent IT and keyboard skills and the ability to use a good range of software applications and data systems	E
5	Able to deal diplomatically, sensitively and discreetly with information, which may often be confidential	E
6	Excellent levels of accuracy and attention to detail	E
7	Able to manage a varied workload, re-prioritising as necessary	E
8	Good skills in complex diary management	E
9	Sound time management and organisational skills	E

10	Ability to research, digest, analyse and present information clearly	E
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D	Motivation	Essential or Desirable
1	Willing to expand on current experience	E
2	Committed to the safeguarding and wellbeing of young people	E
3	Willing to support and promote the ethos of the Trust/Academy	E
E	Personal qualities	Essential or Desirable
1	High professional and personal standards	E
2	Emotional resilience to working in a challenging environment	E
3	A commitment to the need for confidentiality	E
4	Calm, pleasant and approachable manner	E
5	Reliable, honest, flexible and adaptable to changing deadlines	E
6	High levels of tact, diplomacy, sensitivity and understanding	E