



Communications & Digital Content Officer JOB DESCRIPTION

THE SCHOOL

If you are looking to make a difference, take a look at our fabulous school! RMS is a thriving independent girls' day/boarding school in the UK, with over 850 pupils aged 2 to 18 and around 250 teaching and support staff, situated on over 300 acres of parkland near Rickmansworth in Hertfordshire. We are renowned for our excellent value-added results, exceptional facilities and innovative curriculum.

We are committed to providing a holistic education that empowers our pupils and staff to work to their potential and beyond. As we look to the future, digital innovation is at the heart of our strategy to connect with prospective families and showcase the unique value of an RMS education.

THE ROLE

JOB SPECIFICATION

Reporting to the Head of Marketing & Communications, the main areas of responsibility are set out below although the list is not exhaustive and the successful applicant may be expected to assume additional responsibilities as reasonably requested by the Head of Marketing & Communications.

MAIN RESPONSIBILITIES:

Marketing

- To creatively communicate to our existing and prospective families, the real story at RMS for Girls
- To create engaging digital content to proactively and strategically maintain the School's presence on social media platforms, such as Facebook, Instagram, TikTok and LinkedIn, ensuring accuracy and relevance across the board. Including social listening and monitoring of digital sentiment, flagging potential reputation issues to the Head of Marketing immediately
- To create high-quality content for marketing and admissions collateral, working with external designers and agencies as required
- To support the Head of Marketing and Communications with the implementation of national and international marketing initiatives
- To create marketing assets, both digital and printed
- To support the half-termly publication of the RMS newsletter
- Keep up-to-date with advances in social media technology
- To record and analyse statistics relating to the reach and effectiveness of communications activities and to monitor feedback to support the pupil recruitment strategies
- To ensure the internal communications messaging and branding is consistent across all platforms and in line with external communication messaging
- To assist with the organisation and delivery of marketing events

PERSON PROFILE

All staff are expected to conduct themselves in line with the School's values of **Inclusivity, Courage, Ambition, Kindness, Perseverance** and **Integrity**. The holder of this post will have to demonstrate creativity, flexibility and resilience. They will enjoy working both collaboratively and independently. They will be calm under pressure, tenacious and possess excellent written and verbal communication skills. The Communications and Digital Content Officer has an important role which will bring them into regular contact with colleagues, teachers, students and parents. The successful candidate will be a proactive, engaging communicator who thrives on building vibrant relationships across the school community. Digital fluency is crucial in this role as the School already has in place a well-developed use of social media.

PERSON SPECIFICATION

Qualifications and attainments

- **Educated to degree level or Marketing qualification equivalent**

SKILLS/PERSONAL ATTRIBUTES

Essential:

- An eye for innovative and creative marketing opportunities and a flair for content creation
- A strong communicator with excellent spoken and written English
- Photography, filming and editing skills
- Excellent organisational skills with accuracy and an eye for detail
- The ability to think creatively and look at campaigns from a new perspective
- The ability to relate to people of all ages and backgrounds
- Proficiency in digital communications and CRM
- Highly motivated and resilient with a positive and proactive approach
- Ability to thrive in a high workload environment, often to tight deadlines
- Experience of working with Adobe suite & Canva
- Tenacity and a positive approach to opportunities and challenges
- The ability and willingness to learn new skills and a commitment to CPD
- Experience of working with Wordpress or similar

Desirable:

- Experience of working in an education environment is preferable
- Experience of customer-data analysis and how to translate that into effective communications
- An understanding of traditional marketing

The successful holder of this post will need to demonstrate that they have:

- A strong creative flair
- Strong interpersonal and relationship-building skills
- The ability to work quickly and accurately under pressure to meet deadlines
- The ability to work independently but also effectively as part of a team
- Strong organisational and time management skills

TERMS OF EMPLOYMENT

The terms of employment include:

- 37.5 hours per week, 52 weeks per year, working pattern negotiable. Attendance at key School events, including Open Days, plays, and concerts, which may take place on evenings and weekends, is required (with time off in lieu).
- Six weeks holiday per year (including the school closure period over the Christmas Holidays) plus Bank Holidays

- Salary on the RMS Support Staff Pay Scale will be SS5 (£28,684.50 pa) to SS7 (£30,771 pa), depending upon experience/qualifications
- Staff Pension Scheme
- Free lunches when the School's catering facilities are open
- Free car parking
- Access to the School's fitness facilities
- Access to an extensive wellbeing programme, including fitness suite, swimming, yoga
- School fee discount – subject to terms and conditions of the policy

DISCLOSURE AND BARRING SERVICE

The School is a "Registered Body" under the provisions of the Police Act 1997 because employment at the School involves access to children under the age of 18. This post shall be subject to the receipt of overseas criminal records check (where appropriate) and will require an Enhanced Disclosure Certificate (with barred list) from the Disclosure and Barring Service (DBS) before an offer of employment can be confirmed.

SAFEGUARDING CHILDREN

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, will be to adhere to and ensure compliance with the School's Safeguarding Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School they must report any concerns to the Head.

In addition to the candidate's ability to perform the duties of the post, the interview will explore issues relating to safeguarding and promoting the welfare of children, including;

- Motivation to work with young people
- Ability to form and maintain relationships and personal boundaries with young people
- Emotional resilience in working with the challenges that young people present
- Approach to the use of authority and maintaining discipline

REVISION OF JOB DESCRIPTION

According to the development and requirements of the School, Job Specifications will need to be reviewed and updated periodically, after consultation with the Job Holder.