

Marketing and Communications Officer

Responsible to: Director of Operations

Pay scale: Grade E/F (9-19)

Contract: Up to 30 hours per week, term time plus one inset day, plus four days holiday work (to include GCSE and A-Level results days in August). Occasional evening work required.

Core purpose: To manage the school's social media platforms and other external communication channels by producing marketing materials and content to support and promote school activities, events, successes of students and staff both internally and to the wider community. To develop a fund raising strategy and promote fund raising campaigns.

Marketing and Communications

- Provide day to day management of the social media platforms.
- Keep abreast of the school calendar to identify internal and external stories of interest.
- Produce and promote quality marketing materials, interesting and rich in content, for social media platforms, websites, in-school screens, prospectuses, banners etc. for publicising upcoming events and good news stories.
- Draft and publish termly newsletter.
- Market the school's letting facilities to increase lettings revenue
- Support the facilities manager with handling and resolving any complaints from hirers
- Act as a gatekeeper and brand ambassador to ensure consistency in standards of our house style, both internally and externally.
- Monitor the school's presence on social media platforms. Alert appropriate staff to inappropriate content and remove, flag and report any unwanted content.
- Working with the transition and destination team to create promotional material for primary school recruitment and careers events.
- Support colleagues across the School with creating printed and digital marketing materials for all school events such as sports fixtures, school productions, music events and School Enrichment Days.
- Take photographs and videos, suitable for use on social media, print and the school website, to promote school life.
- Maintain a library of school photographs and video to ensure availability of images suitable for promotional activities, advertisements, website use and publications.
- Liaise with the admin team to ensure that any students featuring in promotional content have authorised the use of their photographs.
- Accurate and timely promotion of HR recruitment adverts across all platforms.
- Attend events to capture photographs/images/films for use in marketing campaigns.

Stakeholder Engagement

- Further develop Denefield's Alumni organisation, seeking opportunities for alumni to attend events in support of the school (for example speaking at careers events, sixth form events, assemblies).
- Support the development of a Friends of Denefield Association to strengthen links between the school and the local community by promoting events.
- Develop and promote a parent/guardian donation portal.
- Promote agreed fund-raising campaigns, providing regular status updates to stakeholders.
- Liaise with the FBD to maximise sponsorship opportunities.

Whole school responsibilities

- Supporting the school's CHARACTER values, ethos and policies, and to ensure that school policies are applied correctly and consistently by all members of your team.
- Responding to all requests for information by SLT and others in a timely manner.
- Liaising with parents, governors and other external agencies as appropriate.
- Undertaking any other reasonable duties as determined by the SLT line manager or Headteacher.
- A willingness to train as and become a part of our first aid team.

Denefield School is committed to safeguarding and promoting the welfare of children and young people. We expect all staff and volunteers to share this commitment.

This job description details responsibilities but is not prescriptive and does not direct any particular priorities or amount of time to be spent carrying out the duties. It is not necessarily a comprehensive definition of the post. This job description may be subject to amendment in order to meet the changing needs of the school, following appropriate consultation.