



IPSWICH HIGH SCHOOL
WOOLVERSTONE HALL

Content and Communications Officer Job Description

Role	Content and Communications Officer
Salary	The salary will be commensurate with the experience and qualities of the successful candidate
Contract Basis	Permanent
Hours of Work	Part Time or Full Time available; ideally a minimum of 4 days per week preferred
Job Purpose	To play a key role in creating engaging, high-quality content that brings the School's story to life and supports its reputation, pupil recruitment and wider community engagement
Responsible to:	Head of Marketing
Accountabilities	Main areas of responsibility: 1. Content and Communications • Create engaging written, visual and video content for the School's digital and print channels. • Develop content that showcases school life, pupil achievements, academic excellence, co-curricular opportunities, events and the wider Ipswich High School community. • Write and edit copy for the website, social media, newsletters, brochures, email communications and other marketing materials. • Produce news stories, features and press releases, working with the Head of Marketing to identify opportunities for external media coverage. • Ensure all content reflects the School's brand, values and tone of voice and is produced to a consistently high standard. • Work proactively with academic and support staff to identify and develop strong stories and content opportunities. <u>Social Media</u> • Take day-to-day responsibility for creating, scheduling and publishing content across the School's social media channels. • Develop engaging content tailored to different platforms and audiences. • Support the planning and delivery of social media campaigns aligned with the School's marketing, admissions and communications priorities.

- Monitor social media trends and identify appropriate opportunities for the School to develop its digital presence.
- Track engagement and performance, using insights and analytics.
- Support the continued development of the School's presence across platforms including Instagram, Facebook, LinkedIn and other relevant channels.
- Support the development of the School's YouTube presence, including uploading, organising and optimising video content.

2. Video and Photography

- Plan, and edit engaging video content for social media, the website, campaigns and other digital channels.
- Produce short-form and longer-form video content appropriate for different audiences and platforms.
- Capture high-quality photography and video of school life, events, activities and pupil achievements.
- Maintain an organised, accessible digital photo and video library.
- Ensure appropriate permissions and safeguarding requirements are followed when creating and publishing visual content.

3. Design and Marketing Materials

- Design and produce high-quality digital and printed communications, including social media graphics, posters, flyers, brochures, event materials, signage and presentations.
- Create visually engaging materials that are consistent with the School's brand guidelines.
- Work with external designers, printers and suppliers when required.
- Manage stocks of marketing collateral and coordinate reprints or updates where necessary.

4. Internal Newsletter and Communications

- Take responsibility for the production and coordination of the School's internal newsletter.
- Liaise with departments and staff to source news and stories.
- Write, edit and proofread submitted content, ensuring consistency of style, tone and quality.
- Identify opportunities to repurpose newsletter content across social media, the website and other communications channels.

5. Website and Digital Content

- Create and update content on the School website, ensuring information remains accurate, engaging and up to date.
- Work with colleagues to improve the quality and effectiveness of web content and internal parent portal platform.

	• Ensure content is appropriate for prospective families, current families, pupils, alumni and the wider community. 6. Events and Marketing Support • Support the Head of Marketing in delivering campaigns and projects designed to increase the profile of Ipswich High School. • Provide marketing and communications support for Open Days, admissions events and other major School events. • Attend selected School, feeder-school, outreach and exhibition events to support promotion of the School (some event work outside normal hours, including evenings and weekends, will be required). • Support the preparation of displays, signage, promotional materials, branded merchandise and other event collateral. 7. General • Actively promoting school policies and procedures. • Responsibility for own continued professional learning and development. • Compliance with the school's Health & Safety policy, undertaking risk assessments as appropriate. • Attending meetings scheduled in the school calendar punctually. • Adhering to the School's Safeguarding Policy.
General requirements	All school staff are expected to: • Work towards and support the school vision and the current school objectives outlined in the School Development Plan. • Support and contribute to the school's responsibility for safeguarding students. • Work within the school's health and safety policy to ensure a safe working environment for staff, students and visitors. • Work within the School's Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective. • Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues. • Be a role model based on our values. • Engage actively in the performance review process. • Adhere to school policies. • Undertake other reasonable duties related to the job purpose required from time to time as directed by the Head, Senior Leadership Team or Line Manager.

Notes:

- The above responsibilities are subject to the general duties and responsibilities contained in the statement of Conditions of Employment.
- This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out, and no part of it may be so construed.
- This job description sets out the main duties associated with the stated purpose of the post. The duties listed above are representative, but not exhaustive, and other duties appropriate to the post may be undertaken and should not be excluded simply because they are not itemised.
- This job description should be seen as enabling rather than restrictive. To meet the changing demands of the school, it will be reviewed regularly and may be subject to modification or amendment at any time after consultation with the postholder.
- The post holder may be expected to undertake other duties of a similar level/nature, which are considered appropriate to the level of this post but not explicitly mentioned above, at the request of the Head, Senior Leadership Team or line manager.
- This job description forms part of the contract of employment. It describes the way the post holder is expected and required to perform and complete their duties.

PERSON SPECIFICATION

Skills Required

Excellent organisational and time management skills, with the ability to manage multiple activities simultaneously	Essential
Ability to work effectively both independently and collaboratively	Essential
Strong attention to detail with a high level of accuracy and excellent written English, with a high standard of grammar and spelling	Essential
Excellent IT skills, including the use of Microsoft Office applications	Essential
Ability to write engaging copy for a variety of audiences and channels	Essential
Willingness to learn new skills and participate in relevant training opportunities	Essential
Always recognising the importance of sensitive information and the need for confidentiality	Essential

Knowledge Base

Knowledge or practical experience of YouTube, including uploading, managing and optimizing video content	Desirable
Knowledge of legislation, policies, procedures and good practice, relating to safeguarding, child protection, health and safety, confidentiality and GDPR	Desirable

Qualifications/Attainment

Minimum GCSE level English and Mathematics graded 4-9 (or A* - C equivalent)	Essential
Educated to degree level or equivalent work experience	Desirable

Experience

Strong social media experience, including practical knowledge of major platforms and how content should be adapted for different audiences and channels	Essential
Experience of planning, creating and delivering social media campaigns	Essential
Strong content creation skills across written, visual and digital formats	Essential
Experience of working to deadlines in a busy environment	Essential
Experience of graphic design, with Canva and preferably Adobe InDesign	Desirable
Experience filming content for social media and digital campaigns	Desirable
Experience of video editing, using tools such as CapCut, Canva and/or Final Cut	Desirable
Experience of website content management systems such as Wordpress	Desirable

Personal Qualities

Forward thinking, enthusiastic, self-motivated with a positive 'can do' approach to work, efficient, highly organised and confident in working under own direction	Essential
Calm and confident under pressure with the ability to employ tact and diplomacy in difficult or sensitive situations	Essential
Excellent communication skills, both verbal and written	Essential
Uphold high standards of honesty, integrity and reliability, with a professional approach to personal appearance appropriate to the role	Essential

Professional and approachable attitude	Essential
Flexibility of approach in all aspects of role	Essential

Safeguarding

Shows a personal commitment to safeguarding and promoting the welfare and rights of young people	Essential
Appreciates the significance of safeguarding and interprets this for all individual children and young people whatever their circumstances	Essential
Ability to form and maintain appropriate relationships and personal boundaries with children and young people	Essential
Can demonstrate an ability to contribute towards a safe environment	Essential

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