

COMMUNICATIONS & MARKETING MANAGER JOB DESCRIPTION

Post: Communications & Marketing Manager
Grade: SO1 – SO2 (£33,053 - £36,339 Approx. actual)
Hours (standard): 36, term time plus inset 39 weeks per year
Responsible to: Director of Finance and Operations

Job Purpose

The prime aim of this post is to coordinate and lead the school's administrative, reception, media and resources functions to ensure learning materials, information systems, communications and operational processes are of the highest possible quality. The role includes line management responsibility and supports the effective delivery of the curriculum, pastoral systems and whole-school operations.

Responsibilities / Duties

A: General

1. Oversea effective partnerships with teaching staff and senior leaders to identify curriculum and operational requirements and match these to appropriate administrative and learning resources.
2. Support the Resources and Administration Lead in developing, maintaining and upgrading learning materials and display areas.
3. Line manage the Reception and Student Reception staff as well as the Resources and Administration Lead, ensuring flexible and efficient deployment in response to variations in workload throughout the year.
4. Content management of:
 - The school website, liaising with staff and external providers to ensure accuracy and relevance.
 - Staff and student landing pages.
 - Social media and public-facing communications.
 - Enquiries email.
 - Student planners, liaising with internal staff and external suppliers.
 - School policies, working with SLT to ensure publication on appropriate platforms.
5. Liaise with SLT, departments and external agencies to design and produce posters, signage and promotional materials.
6. Support Heads of Year and Deputy Heads of Year with presentations and organisation of assemblies, school events and parent evenings.
7. Act as the first point of contact for SAR and GDPR requests and ensure GDPR compliance across administrative and media functions.
8. First point of contact for DPIA queries
9. Management of parental complaints, directly liaising with the Executive PA
10. Updating information held on Arbor for parents, pupils and staff.

B: Reception, Resources and Administration

1. Line manage the Reception Team, Student Services and the Resources and Administration Lead, ensuring accountability and high standards of service delivery.

2. In liaison with the Resources and Administration Lead manage a rolling programme to ensure curriculum and general display boards are current and relevant.
3. Act as the single point of contact for outbound school communications (including complaints) and manage enquiries via email, texts and Arbor.
4. Coordinate administrative aspects of parents' evenings, school events and extra-curricular activities. Including arranging for staffing.
5. Oversee the visitor log ensuring compliance.
6. Provide administrative HR support to the DFO and Head of HR and assist with HR processes, including recruitment, DBS checks, medical clearance, staff onboarding and confidential note taking.
7. Work as part of the operations team providing cover in absence for reception, student services and resources as required.

Line Management Responsibility

Be responsible for the direct line management and supervision of the team listed below. This includes allocation and coordination of work, performance management and professional development:

- Resources and Administration Lead
- Reception Team
- Student Services Receptionist

Additional Duties

- Carry out other reasonable tasks as directed by the Line Manager or a member of the Senior Leadership Team.
- Perform other duties reasonably correspondent with the general character and level of responsibility of the post.

General

- This job description is not intended to be a complete list of duties and responsibilities but indicates the major requirements of the post.
- It may be amended and is reviewed annually to reflect the developing needs of the school.
- The post holder will be expected to work within the school's policies and procedures at all times.

Agreement:

Date of review: _____

Signed (post holder): Name (Print):

Signed (Line Manager): Name (Print):

Signed (Headteacher):

COMMUNICATIONS & MARKETING MANAGER PERSON SPECIFICATION

	Essential	Desirable
Qualifications / experience	<ul style="list-style-type: none"> • Grade C/5 or above in GCSE English and Maths • Level 3 qualification or equivalent • Right to Work in the UK • Experience running campaigns (on/offline), using social media, content management systems (CMS), and web analytics 	<ul style="list-style-type: none"> • Experience of working in a school environment • Working in a similar role • Management of a team •
Knowledge / Skills	<ul style="list-style-type: none"> • Excellent communication, writing and editing skills • Excellent organisation and time-management skills • Able to build positive relationships with students and adults 	<ul style="list-style-type: none"> • Experience of Arbor – School Information System • Ability to manage multiple projects, meet tight deadlines, and handle budgets. •
Personal Characteristics	<ul style="list-style-type: none"> • Genuine passion for and a belief in the potential of every student • Deep commitment to Kingsmead’s Vision of providing an excellent education and professional pathway to every student regardless of background • Have exacting standards and a keen eye for detail • Keen to learn and further develop own skills • Excellent interpersonal skills with children and adults • Able to take direction but also be able to take initiative when required • Exercises sound judgment, especially relating to confidentiality and discretion 	<ul style="list-style-type: none"> • Operates with a spirit of flexibility and optimism •

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| | <ul style="list-style-type: none">• Helpful, approachable, positive and the ability to stay calm and diplomatic under pressure• Solution focused with a can-do attitude• Quickly adapt to changing work circumstances e.g. new software; different approaches to problem solving• Use initiative and make positive decisions | |
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