

Job Description

Job Title	Media & Communications Lead
Grade	H
Responsible To	Headteacher
Job Purpose	Managing the delivery of media and communication for the school.
Job Context	To manage the public image of Richmond School and Sixth Form College. To plan, develop, implement and assess information and communication strategies that present the school and college to all stakeholder groups, members of the public and other interested parties.
Accountabilities / Main Responsibilities	
Key Responsibilities	<ul style="list-style-type: none"> • Manage the PR and marketing for Richmond School and Sixth Form College, raising its profile through targeted promotion and communications. • Create prospectuses, newsletters, banners, poster displays and films, including taking all photography, to enrich the visual appeal of the suite of marketing materials. • Manage social media (Facebook, Instagram, YouTube) and news pages on the website and create engaging posts to ensure content remains fresh, inspiring and shareable. • Write and circulate press releases to targeted local and national media • Develop links with alumni to enhance student experience and the school's relationship with the local community • Act as a point of contact for local community groups to support student involvement in local projects • Support and promote the Primary and Sixth Form transition processes • Sustain positive relationships with the media • Respond to media and public enquiries • Be present at selected special events • Communicate strategies and issues to the Headteacher
Communications	<ul style="list-style-type: none"> • Supporting schools' parental communication plans to reach and engage with their school/academy communities. • Leading the design and production of a range of high quality digital, video and print materials for schools and the Trust. • Overseeing key awards and speaking programmes for Trust submissions and providing ad-hoc event management support. • Production, management and design of marketing material (electronic, print or as required) • Act as a key contact for media focus under the direct management of the Headteacher. • Ensure that the Trust values and reputation is protected at all times.
Partnership or Corporate Working	<ul style="list-style-type: none"> • Sharing best practice and ideas within the marketing and communications team to drive improvements across the school
Resource Management	<ul style="list-style-type: none"> • Ensuring that marketing budgets are tracked and reported each month • Evaluate marketing requirements in line with the school's marketing strategy.
Safeguarding	<ul style="list-style-type: none"> • To be committed to safeguarding and promote the welfare of children, young people and adults, raising concerns as appropriate • Maintain confidentiality as appropriate • Have an awareness and basic knowledge where appropriate of the most recent safeguarding legislation.

Systems and Information	<ul style="list-style-type: none"> • Managing and maintaining School's / Trust social media profiles, helping to create and manage content • Monitoring and tracking marketing effectiveness across all channels • Use relevant systems to provide communications content, information and engagement to support the work of the school.
Data Protection	<ul style="list-style-type: none"> • To comply with the Trusts policies and supporting documentation in relation to Information Governance this includes Data Protection, Information Security and Confidentiality. • Know about data protection issues in the context of your role
Health and Safety	<ul style="list-style-type: none"> • Be aware of and implement your health and safety responsibilities as an employee and where appropriate any additional specialist or managerial health and safety responsibilities as defined in the Health and Safety policy and procedure. • To work with colleagues and others to maintain health, safety and welfare within the working environment.
Equalities	<ul style="list-style-type: none"> • We aim to make sure that services are provided fairly to all sections of our community, and that all our existing and future employees have equal opportunities. • Ensure services are delivered in accordance with the aims of the Equal Opportunities Policy Statement. • Develop own understanding of equality issues.
Flexibility	<ul style="list-style-type: none"> • Whilst this job outline provides a summary of the post, this may need to be adapted or adjusted to meet changing circumstances. • Reasonable additional duties commensurate with the grading of the job role may be requested from your line manager. • Permanent & significant changes would be subject to consultation. All staff are required to comply with Policies and Procedures
Customer Service	<ul style="list-style-type: none"> • The Trust requires a commitment to equity of access and outcomes, this will include due regard to equality, diversity, dignity, respect and human rights and working with others to keep vulnerable people safe from abuse and mistreatment. • The Trust requires that staff offer the best level of service to their customers and behave in a way that gives them confidence. Customers will be treated as individuals, with respect for their diversity, culture and values. • Understand your own role and its limits, and the importance of providing care or support.

Person Specification

Job Title	Marketing & Communications Lead	
Grade	H	
Responsible To	Headteacher	
Job Family	Administration	
Essential		Desirable (if not attained, development may be provided for successful candidate)
Knowledge		
<ul style="list-style-type: none"> • Excellent understanding and practical application of modern communications techniques • Detailed understanding of the principles underpinning communication with audiences, using different messages and tools • Understanding of the role of communications within organisations and its role in contributing to strategic goals • Internal and marketing: marketing and customer awareness for internal and external audiences. • Knowledge of campaign management 		<ul style="list-style-type: none"> • Knowledge of good practice standards in relation to communication.
Experience		
<ul style="list-style-type: none"> • Proven project management expertise - experience of creating and delivering complex projects to plan and to budget • Experience within a relevant communications field, of delivering projects and campaigns to successfully deliver on objectives both commercial and social • Experience of leading communications projects, in a continuously changing organisational environment, delivering against targets • Experience of managing contracts and external agencies to deliver against communication objectives • Experience working in a marketing, public relations or communications environment. 		
Occupational Skills		
<ul style="list-style-type: none"> • Ability to use initiative to solve problems, working effectively with others to find solutions • Exceptional attention to detail. • Excellent IT skills • Competence in using Publisher/Canva and other related packages. • Excellent written and oral communication skills. • Outstanding organisational skills with the ability to manage own workload and prioritise effectively. • Ability to work well under pressure • Willingness to work flexibly and independently 		

Qualifications	
<ul style="list-style-type: none"> Educated to degree level or demonstrable working experience 	<ul style="list-style-type: none"> Membership of relevant professional body or society Appropriate first aid training (<i>dependant on the school's needs</i>)
Other Requirements	
<ul style="list-style-type: none"> Enhanced DBS clearance Flexible approach with the ability to respond effectively to changing circumstances and priorities, without losing focus or direction. 	