



WESTCOUNTRY SCHOOLS TRUST JOB DESCRIPTION

Job Title:	Communication Officer
Location:	Across the Trust (based at Ivybridge Community College currently)
Grade/salary:	Devon Legacy Pay Scales range, (Grade E, SCP 16 – 22) Under 5 years' Service: £16,300 - £17,999 Over 5 years' Service: £16,667 - £18,404
Hours:	Annualised hours contract – 900 hours per annum
Reports to:	Head of Operations
Responsible for:	Not applicable
Key relationships:	Senior Leadership Team (SLT), Heads of Department, Enrichment Leads, Administration Teams, HR Team, external agencies

Job Purpose

The Communications Officer supports the effective operation of the trust and works to uphold and promote its vision and values.

The postholder will play a pivotal role in strengthening Ivybridge Community College's reputation locally, regionally and nationally. The postholder will lead and advise on all aspects of communications, branding and digital engagement, ensuring that the College consistently presents itself as a modern, inclusive, high_achieving community.

A key focus of the role is to plan, manage and deliver high_quality, strategic communications and marketing that:

- Enhances the College's public profile;
- Supports student recruitment and retention;
- Strengthen relationships with students, families, staff, alumni, the community and external partners;
- Grow our digital presence, including social media and LinkedIn;
- Build employer and stakeholder engagement;
- Promote trust-wide values and priorities.

The role requires a proactive, creative communicator who can balance strategic planning with rapid response to emerging opportunities.

Duties and Responsibilities

Strategic Communications

1. Lead the planning and delivery of communications activity, ensuring alignment with College and Trust strategic priorities.
2. Provide expert advice to the Principal, SLT and key staff on messaging, communications risks and opportunities.
3. Develop integrated communications plans, balancing long-term strategy with flexibility for reactive communications needs.
4. Maintain consistent brand presentation across all channels, content and materials.

Digital Communications and Social Media

1. Shape the College's social media presence across Instagram, Facebook and other platforms, ensuring content reflects our agreed tone of voice and values.
2. Produce engaging, timely content for key audiences including prospective families, current parents, students, alumni and community partners.
3. Proactively source stories that highlight excellence, creativity, inclusivity and community engagement.
4. Monitor comments and audience engagement, managing reputational risk and maintaining safeguarding expectations.
5. Ensure all posts comply with student consent, safeguarding and data protection requirements.
6. Produce analytical reports summarising communications activity, audience engagement and impact in order to present to relevant stakeholders.

Website Management

1. Oversee all aspects of the College website, including content creation, organisation, updates and compliance.
2. Ensure the website remains a dynamic, current and accurate reflection of school life, including news, events and curriculum information.
3. Work with staff across departments to support high quality submissions and updates.
4. Maintain compliance with Ofsted and statutory publishing requirements.
5. Troubleshoot issues and liaise with Trust colleagues on major updates or reform.

Content Creation, Publications and Newsletters

1. Create compelling written and visual content, tailored for diverse audiences.
2. Support the Principal and SLT in producing regular bulletins, newsletters and stakeholder updates.
3. Recommend appropriate formats and channels for communications campaigns.
4. Maintain content pipelines to ensure a steady flow of high-quality stories.

Press and Media Relations

1. Develop strong relationships with local and regional media outlets.
2. Identify and generate "Good News" stories, working closely with students, staff and the wider community.
3. Write and distribute professional press releases, ensuring messages reflect College values and priorities.
4. Prepare spokespeople and support the Principal/SLT in media responses when required.

Photography, Videography and Media Asset Management

1. Capture high quality photographs and videos for use across digital, press and marketing outputs.
2. Co-produce short form videos for social media and the website, liaising with staff, students and external agencies where required.
3. Manage and maintain the College's photo and video archive, ensuring compliance with student permissions and GDPR.

Marketing, Partnerships and Recruitment Campaigns

1. Lead marketing initiatives that support:
 - Student recruitment
 - Staff recruitment (including through LinkedIn)
 - Employer engagement
 - Alumni relations
 - Trust-wide profile growth
2. Project manage campaigns and publicity initiatives, working with internal teams and external agencies.

All roles include the following:

1. At all times demonstrate and uphold WeST's core values, ensuring that behaviour, actions and decisions align with the principles that guide our work.
2. To act in accordance with, and actively promote, all Trust policies, including Safeguarding, Health and Safety and Equality & Diversity.
3. To participate in Continuing Professional Development (CPD relevant to the role and to engage in Performance Development Reviews (PDRs).
4. Preparing and contributing to Trust wide development by sharing best practice and delivering/receiving professional feedback.
5. To retain confidentiality and maintain data and/or files in accordance with Trust policies for data governance, as appropriate for the role.

This job description provides a general reflection of the main duties and responsibilities of the post at the date of production. You may be expected to take on other reasonable activities deemed to be within the character of the post to assist in efficient service delivery. The duties may change over time as requirements and circumstances evolve without changing the general character of the post or level of responsibility.

PERSON SPECIFICATION

E = Essential, D = Desirable

Method of Assessment The table indicates the possible method/s by which the skills/knowledge/level of competence in each area will be assessed.	Essential or Desirable	Application Form	Interview (or other selection activity)
VALUES-BASED BEHAVIOURS - It is important to us that your values align with ours:			
Compassion:			
Recognising need in others and acting with positive intention to promote well-being and improve outcomes	E		X
Aspiration:			
Works to high expectations, modelling the delivery of high-quality outcomes	E		X
Showing passion, persistence and resilience in seeking creative solutions to strive for continuous improvement and excellence	E		X
Integrity:			
Acting always in the interests of children and young people,	E		X
Acting with a consistent and uncompromising adherence to strong moral and ethical principles	E		X
Communicating with transparency and respect, creating a working environment based on trust and honesty	E		X
Collaboration:			
Creating a shared vision and working effectively across boundaries in an equitable and inclusive way to skilfully influence and engage others	E		X
QUALIFICATIONS:			
English and Maths GCSE (or equivalent) Grade 4-9 (A*-C), or relevant experience	E	X	
Degree, NVQ Level 4 or higher, or equivalent qualification in a relevant field (marketing, communications, design, illustration), or demonstrable relevant experience.	E	X	
EXPERIENCE:			
Creating and delivering professional documents, communications/marketing materials to a high standard in a range of formats to a range of targeted audiences.	E	X	X
Proficient in using the internet, email and data bases.	E	X	X
Experience of working to keep websites and social media up to date in line with emerging trends whilst understanding their value to the organisation.	E	X	

Proficient in using desktop publishing software programmes such as QuarkXpress, Canva, or equivalent.	E	X	
Proficient in using photo editing software programmes such as Adobe Photoshop and Illustrator, or equivalent.	E	X	
Stakeholder engagement and management.	E	X	X
KNOWLEDGE, SKILLS AND ABILITIES:			
Strong organisational and problem-solving skills with the ability to prioritise tasks to meet deadlines.	E	X	X
Work effectively and inclusively to achieve a shared agenda with colleagues, parents and governors.	E	X	X
Providing comprehensive administrative support at all levels.	E	X	X
Project manage publicity initiatives.	D	X	X
Able to maintain confidentiality and use discretion at all times.	E	X	X
Confident in using a digital camera.	E	X	X
Knowledge of working with and manipulating digital images.	E	X	X
Strong communication skills in written and verbal formats.	E	X	X
High level of attention to detail when processing vast quantities of information and complex information.	E	X	X
Proficiency in proof reading content to a high standard.	E	X	X
To Maintain patience and remain calm in challenging situations.	E		X
FURTHER REQUIREMENTS:			
Awareness, understanding and commitment to the protection and safeguarding of children and vulnerable adults.	E		X
Ability to identify and engage in training / CPD opportunities reflect for role requirements.	D	X	X