



Job Description: HHAT Marketing and Communications Officer

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| Reporting to: | CEO |
| Location: | Hamstead Hall Academy Trust (Remote working included) |
| Contract: | Permanent |
| Working Pattern: | 36.5 hours per week, TTO +2 weeks (working pattern negotiable) |
| Salary: | Support Staff Grade 3 £27,254 - £33,699 FTE (Actual salary £25,130 - £31,073) |

Main purpose

To support the Trust with all forms of marketing and communications. The key focus will be on raising the profile of the Trust and its academies, to drive pupil numbers, build engagement with stakeholders and foster connections with alumni, local community and organisations. Through a culture of connecting and conversing, the post holder will strengthen the relationships with all parts of the Trust's community, developing the narrative of our academies, as well as developing relationships with parents, staff and governors of the Trust.

Marketing

- Support the Trust vision and objectives.
- Devise and implement a marketing strategy to enhance the profile and reputation of the Trust and its academies, to support increasing pupil numbers and attract new staff.
- Lead on marketing, internally and externally, to raise awareness of activities and successes of the academies.
- Implement a digital marketing and advertising strategy and lead digital campaigns using appropriate platforms.
- Support advertising, digital and non-digital media, and marketing materials including supporting open events / evenings etc.
- Conduct competitor analysis, bring new ideas and offer strong insight to current marketing trends.
- Create marketing campaigns to support admissions processes.
- Support the development of communication (printed and digital) including materials such as prospectuses, social media and other forms of communication.
- Network and build relationships with key stakeholders: feeder schools, staff at all levels, current and prospective parents.
- Actively research the competitor landscape for student admissions.
- Distribute information regarding the academies programme of extra-curricular activities as required.

Communications & Events

- Support with the logistics and smooth running of an annual programme of events such as school tours and open mornings / evenings etc.
- Support academy events to ensure a positive experience from a customer facing perspective - for internal as well as prospective families.
- Photography / videography for social media and website use.
- Conduct feedback surveys to gain feedback on events.
- Attend feeder school events and internal admissions events to promote the Trust and engage with our wider community.



Website & Social Media

- Manage and update Trust websites, further developing a dynamic marketing tool and undertake website data analytics.
- Develop and manage the Trust social networking presence using relevant platforms that may include Instagram, Facebook, LinkedIn and other platforms. Develop social media management strategies.
- Manage internal media displays across academies within the Trust.
- Support with the production of blogs and develop content for advertising and other promotional activity.
- Support with media queries, responses or statements as required.
- Support the team as one of the first points of contact for Marketing or alumni communication.
- Create professional video photographic media for the websites, social media and other marketing mediums.

Other

- Actively promote the safety and welfare of our children and young people.
- Ensure compliance with Hamstead Hall Trusts data protection rules and procedures.
- Work within the Trust's health and safety policy to ensure a safe working environment for staff, students and visitors.
- Liaise with colleagues, parents, and external contacts at all levels of seniority with confidence, tact, and diplomacy.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues.
- The duties and responsibilities detailed are indicative of the tasks the Marketing and Communications Officer will perform and are not intended to be exhaustive.
- There is a requirement to be flexible in your work to attend special events and campaigns which take place outside the normal working day.
- Engage actively in the performance review process.
- Undertake other reasonable duties related to the job purpose required as directed by your line manager/ CEO.

This job description is not an exhaustive list, and you will be expected to carry out any other reasonable tasks as directed by your line manager.



Person Specification: HHAT Marketing Officer

Qualification Criteria

- Qualified to work in the UK
- Educated to degree level or equivalent
- To have a recognised qualification in marketing or related fields (*Desirable*).

Knowledge, Skills and Experience

- Knowledge of social media/digital media production/digital marketing strategies.
- Experience in managing multiple organisations using a range of social media platforms including Facebook, Instagram, X, LinkedIn, YouTube etc.
- A strong understanding of analytical tools to track marketing performance is desirable.
- Proficient in professional digital media creation tools; graphic design and video production software.
- Experience with website content management systems
- Proficiency in Microsoft software packages; MS Office Suite, Excel, PowerPoint, Teams and Sharepoint.
- Knowledge of GDPR legislation
- Experience in creating professional print publications.
- Excellent copywriting and proofreading skills.
- Strong attention to detail, creative thinker.
- The ability to work both independently and as part of a team.
- Highly organised, good time management and the ability to work well within a busy pressured environment.

Personal Attitudes

- Exceptional people skills, self-motivation, and the ability to relate quickly and easily with pupils, parents, staff, feeder schools, and other stakeholders
- Team Player and professional appearance and manner
- A genuine interest in marketing, social media, graphic design and associated good practices.
- The ability to use initiative and deliver work with great attention to detail.
- Strong communication, approachable, proactive with a can-do attitude.
- A willingness to try new things and to learn and build on skills to ensure our marketing is dynamic and evolving.

Other

- Commitment to equality of opportunity and the safeguarding and welfare of all students
- Willingness to undertake job related training
- Good attendance/punctuality record/ professional appearance/ pleasant manner
- This post is subject to an enhanced DBS check

This is a permanent position working 36.5 hours per week, Monday to Friday. However, flexibility will be important and attendance at marketing events outside the core working hours will be necessary from time to time including, open events, and hospitality events some of which are out of hours during evenings and weekends.