



## Digital Marketing and Reprographics Lead

### JOB DESCRIPTION

#### 37 hours, Term Time plus 2 weeks

##### Role Purpose:

1. Responsible for the management and provision of whole school reprographics, marketing, design and photographic services which support whole school organisation and management, the curriculum and the raising of standards of achievement and attainment in school, including the development and conveyance of strong, visually stimulating messages.
2. To support teaching and other school support staff with routine tasks and duties, facilitating high quality teaching and learning for students.
3. The role would be providing effective support to several facilities.
4. To manage the reprographics technician.
5. To further assist in the development of Reprographic, Design Business Model/Plan that incorporates service expansion and the development of external business links

##### Key Accountabilities:

Reporting to the Head of Professional Services, this post holder will be responsible for:

#### Section 1: Specific Responsibilities

##### Reprographics

- To assist in the ongoing development of the service through the purchase of appropriate machinery to effectively meet the needs of the school.
- To undertake high volume, multi-faceted and complex copying.
- To produce high quality material to the specifications required, i.e. photocopying, printing, collating, laminating, leaflets, newsletters and brochures etc.
- To offer professional advice on layout, presentation, cost, and appropriateness of material as regards the finished product.
- To provide accurate and timely information and analyses of reprographic work undertaken.
- To assist middle leaders in forecasting reprographic use and charges.

##### Graphic Design

- To produce creative conceptual design and artwork for school publications, newsletters, promotional materials including academy menus, and annual events to promote the activities of the school and undertake external work for other schools.
- To provide advice and guidance to staff on the optimum design for presentation of materials.
- To manage projects from initial briefing and consultation through to final production.
- To maintain detailed records and archives of all work undertaken.
- To continuously seek ways in which to improve design skills and techniques in line with current design trends and developments.
- To create design exhibitions and effective visual displays around school. To increase business links in the wider school community.
- Complete regular climate walks to ensure displays around academy are appropriate and updated in line with academy requirements.
- To ensure all academy handbooks are updated and in line with current priorities and staffing.
- Maintaining and improving academy design portfolio to ensure current and most appropriate designs available to academy staff.



### **Photographic Services**

- To provide a normalised corporate image within faculties and departments and wider school events and activities.
- To provide corporate content for the school website.
- To increase business links in the wider school community.
- To take and upload photographic content to the school SIMs platform for both staff and students, into the directory, during both induction and throughout the academic year.

### **Digital Media & Marketing**

- Support the regional marketing team to develop a Marketing Strategy and actively market the service externally and to meet the needs and budget of the school community.
- Working with the regional marketing team, bring outsourced work (Year 11 Prom, Year Group school photographs, prospectus, new entrants etc) in-house, developing flexibility and expanding choice.
- Liaising with colleagues across the academy to manage/update all social media for the academy, including Facebook and any other relevant platforms.
- Maintaining and supporting updates on academy visuals and monitors.
- Implementation of academy reprographics calendar.

### **Resources (including Financial Resources)**

- To operate as a business with necessary rigor and consistency in budget monitoring, accountability and management practice and responsibilities.
- To be responsible for the accurate cost control of service revenue and expenditure and the security of in-house privately generated, non-invoiced income.
- To monitor reprographic and design expenditure by faculties/departments/subject areas against estimated annual costs and complete monthly financial reports for submission to the Finance Team for invoicing.
- To liaise with the Finance Team about the co-ordination of procurement arrangements for service provision.
- To be responsible for ensuring that maintenance agreements for all equipment within the service are current and arrange for the necessary reviews.
- To have responsibility for the day-to-day maintenance of photocopying, printing and finishing equipment
- To ensure the maintenance of sufficient stock levels and/or materials for each machine in school.
- To order and co-ordinate bulk paper supplies for faculty and whole school use and maintain accurate records for recharging purposes.
- To work with the regional Business Manager, to prepare and conduct negotiations for best value contracts with authorised suppliers, to ensure cost effectiveness of the reprographic, design and photographic services without compromising the quality of these services.
- To order paper stocks and when deliveries arrive, check delivery notes against what has been supplied and report any discrepancies to the supplier immediately.
- To advise and guide teaching and administrative staff in the operation of reprographic equipment.

### **Website**

- In collaboration with academy, regional and head office colleagues, manage the school design and marketing profile.
- To manage and coordinate 'e' communication.
- To fully develop the school's website, ensuring DFE compliance.

### **IRIS**

- Supporting teaching colleagues with the booking and setting up of IRIS. Ensuring that all videos are accessible in a timely manner for staff as required.



### **Management of Technician**

- To undertake a range of line management duties for the Technician, including allocation of work, ensuring work is completed to deadlines and required quality standards, assisting with recruitment, monitoring appraisal and undertaking development reviews.
- To manage Technician within the post holder's area of responsibility; workflow and organisation, recruitment and induction, return to work meetings, providing inductions, monitoring performance, identifying training and development opportunities.

### **Pupils**

- To support school policies by reinforcing acceptable behaviour of pupils in and around the service's studio base and when undertaking photographic duties
- To report incidents involving pupils' welfare and/or behaviour to appropriate staff, including safeguarding matters and pupil disclosures.

### **School Ethos and Culture**

- Support the Headteacher in fostering a strong sense of academy community and ethos among both staff and pupils
- Promote consistent implementation of all teaching, learning and assessment policies
- Promote consistent implementation of behaviour policy and system of rewards and sanctions, characterised by orderly behaviour, caring and respectful relationships.
- Act as a positive role model to staff and pupils.

### **Overall responsibility**

- Hold positive values and attitudes and adopt high standards of behaviour in their professional role.
- Drive up expectations and promote an aspirational culture.
- To carry out the duties and responsibilities of the post, in accordance with the Academy's Health and Safety Policy and relevant Health and Safety Guidance and Legislation.
- To take responsibility for safeguarding and promoting the welfare of children.
- To use information technology systems as required to carry out the duties of the post in the most efficient and effective manner.
- To undertake training and professional development as appropriate.
- To undertake other duties appropriate to the post that may reasonably be required from time to time.
- Management and monitoring of reprographics central email, including transfer of information onto the schedule of works. Completing works within agreed deadlines and keeping academy staff informed of progress.

### **Other**

- Undertake, deliver or be part of the appraisal system and relevant training and professional development
- To undertake any other responsibilities as directed by the Headteacher and line manager.
- To undertake break duty, lunch duty and any other lesson transition duty to support the smooth day to day running of the academy.
- Attend weekly, and any other relevant staff briefings, arriving on time, and completing any follow up actions.
- Attending line management meetings and keeping line manager informed of progress and support requirements in good time.
- Plus 2 Weeks will consist of academy inset days and any additional days agreed with line manager, to ensure academy priorities are supported outside of term time.

### **Culture**

- Responsible for the Health and Safety, security and welfare of self and colleagues in accordance with E-ACT's policies and procedures, reporting all concerns to an appropriate person.

- Responsible for working in accordance with E-ACT's policy relating to the promotion of Equality, Diversity and Inclusivity.
- All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, within and outside school.
- Treat all students with dignity, observe proper boundaries and understand that every adult in the academy has a responsibility to safeguard children and young people.
- To continue personal professional development as required
- Attend staff and other meetings and participate in staff training and development events as required.
- To actively engage in the performance review process
- To work in the best interests of the academy, students, parents and staff

Undertake any other duties appropriate to the grade of the post as requested by your Line Manager.

E-ACT is committed to safeguarding and promoting the welfare of its students and expects all employees and volunteers to share in this commitment.



## PERSON SPECIFICATION

Whether you're a 3-year-old in nursery learning to explore the world around you, an 18 year old preparing to go to university, a new teacher understanding the demands of the job, a Head Teacher leading the learning in your academy, a member of the regional team ensuring efficient and effective operations or a trustee scrutinising and challenging the CEO, we want every single person within E-ACT to be driven by three core values:

- We want everyone to *think big* for yourselves and for the world around you.
- We want everyone to *do the right thing* in everything you do, even when this means doing something that's hard, not popular or takes a lot of time.
- We want everyone to show strong *team spirit*, always supporting and driving your team forward.

We really believe that if we all do the right thing, support our teams and we all think big, believe big, act big, then the results will be big too!

This means that if you want to be part of E-ACT, you need to be able to embrace and embody these values in all that you do.

## OUR VALUES

Thinking Big	<ul style="list-style-type: none"> <li>• Show energy, enthusiasm and passion for what you do</li> <li>• Demand the highest quality in all that you do, and in the work of your team</li> <li>• Willing to champion new ideas and think beyond the status quo</li> <li>• Show an ability to think creatively and 'outside of the box' in your area of expertise, continually seeking improvements in what you do to make the organisation better</li> <li>• Be open to new ideas and change where it will have a positive impact on the organisation</li> <li>• Show a willingness to embrace different ideas and ways of thinking to improve E-ACT</li> <li>• Ability to 'look outside' - to continually learn about innovations in your field, new ways of doing things, and bring that learning into your work</li> <li>• Commitment to self-development, and developing your wider Team</li> <li>• Ability to self-reflect on yourself, your performance, and to think about how this could be improved further</li> <li>• Ability to encourage ideas from others to improve the organisation and build your team's confidence</li> </ul>
Doing the Right Thing	<ul style="list-style-type: none"> <li>• Have integrity and honesty in all that you do</li> <li>• Make decisions that are based on doing the right thing, even when this means that they're unpopular or will lead to more work</li> <li>• Take responsibility and ownership for your area of work</li> <li>• Have difficult conversations or deliver difficult messages if that's what's required to do the right thing by our pupils</li> </ul>



	<ul style="list-style-type: none"><li>• Be transparent and open</li><li>• Be resilient and trustworthy</li><li>• Stand firm and stay true to our mission</li></ul>
Showing Team Spirit	<ul style="list-style-type: none"><li>• Understand how you can have a greater impact as a team than you can as an individual</li><li>• Understand how you are part of your immediate team but also a much wider organisational team, in working towards our mission</li><li>• Recognise that everyone is important within E-ACT, and show an ability to build strong working relationships at every level</li><li>• Recognise and celebrate the success and achievements, no matter how small of your colleagues</li><li>• Be generous with sharing your knowledge to help to develop others</li><li>• Understand and be willing to receive suggestions and input on your area of work from others</li><li>• Support your colleagues, even when this means staying a little later, or re-prioritising some of your work</li><li>• Be aware of other peoples' needs and show an ability to offer genuine support</li><li>• Show an awareness and respect for peoples' differences, and recognise how different characteristics and personal strengths build dynamic and great teams</li></ul>



## KNOWLEDGE, EXPERIENCE & SKILLS

Requirement Assessed at  
E - Essential A - Application Stage

D - Desirable I - Interview Stage

P - During the probationary period

		F	D	A	I	P
Organisational Fit	Thinking Big	X		X	X	X
	Doing the Right Thing	X		X	X	X
	Showing Team Spirit	X		X	X	X
Knowledge	Minimum 5 GCSEs grades 4-9 including Maths and English (or equivalent)	X		X	X	X
	Qualified to a minimum of HND level in Graphic Design or equivalent qualification or significant experience in a related field	X		X	X	X
	In-depth knowledge of the requirements of reprographic, design and photography services from inception to completion.	X		X	X	X
	Understanding of safeguarding and recognising the importance of ensuring a secure and safe environment for pupils	X		X	X	X
	Understanding of confidentiality and why this is important in a school Good knowledge of reprographic equipment and maintenance requirements	X		X	X	X
	Expertise in a range of graphic design applications	X		X	X	X
Skills	Experience of managing a medium/large scale service with a reprographic or design specialism		X	X	X	X
	Experience of dealing efficiently and effectively with clients	X		X	X	X
	Experience of business development modelling and planning		X		X	X
	Good working knowledge and experience of budgetary control and following financial policies and procedures		X		X	X
	Experience of sourcing and procuring equipment contracts, ensuring that Service Level Agreements are reflective of the principles of Best Value.	X		X	X	X



	IE	ID	IA	II	IP
Experience of maintaining reprographic service equipment. Experience of developing options and alternatives that will support children and young people to engage in the learning process.	X		X	X	X
Proven ability to deliver enhanced graphic design and photographic services to maximise impact on the achievement levels of pupils and promote positive messages of achievement internally within school and externally Through various media sources.	X		X	X	X
Proven ability to undertake reprographic, design and photography assignments from inception to completion.	X		X	X	X
Communication skills to exchange information and engage (through visual stimuli) range of audiences, such as suppliers, parents, other colleagues within the school and external clients	X		X	X	X
Initiative to plan service delivery over the academic year and organise workloads to meet service targets and objectives		X		X	X
High level ICT skills to support the running of the service	X		X	X	X
Innovative approaches to working with students, parents and multi-agency partners		X	X	X	X
Understanding of record keeping, filing, storage and related procedures	X		X	X	X
Ability to work consistently, prioritise, handle pressure and to work to deadlines	X		X	X	X
Ability to communicate clearly and sensitively, both orally and in writing, with pupils, parents/carers, multi-agency partners and staff	X		X	X	X
Ability to work in a team, and collaboratively with other staff	X		X	X	X
Using initiative; think creatively and imaginatively to anticipate, identify, and solve problems.	X		X	X	X



	IE	ID	A	IP
Demonstrate sound judgment and be able to make decisions based on understanding of relevant information.	X		X	X
Develop, maintain, and use an effective network of contacts, seeking advice and support when necessary.	X		X	X
Set high standards and provide a role model for students and staff and take responsibility for own and others professional development.	X		X	X
Ability to use communications skills to influence, persuade and motivate and engage with a wide range of children, young people, and their families	X		X	X
Interpersonal skills to form and maintain positive working relationship with students, their families, colleagues and other education/healthcare professionals and partner agencies.	X		X	X
Ability to prioritise workload effectively to meet deadlines and work under pressure	X		X	X
Ability to hold difficult conversations confidently and effectively	X		X	X
Adaptability to changing circumstances/new ideas	X		X	X
Reliability and integrity and a commitment to confidentiality	X		X	X