

## Job Description – Marketing and Communications Assistant

**Responsible to:** PA to Principal

**Salary details:** OAT Grade 4, SCP 11-14

**Vision and purpose:-**

- To support the promotion and reputation of the academy through effective marketing and communication strategies.
- To assist in delivering high-quality internal and external communications, supporting student recruitment, engagement with parents/carers and the wider community.

**Key responsibilities:**

***Social Media***

- To take responsibility for the academy's social media channels, ensuring that they are active, engaging, consistent and aligned with the academy's strategic aims.
- To develop and implement a social media content plan and posting schedule that supports the promotion of academy events, admissions activity, student achievements, fundraising and wider academy life.
- To help shape the academy's digital voice and public image via the development of promotional activity.
- To remain informed about relevant platform developments, content trends and best practice, applying these appropriately within an educational context.
- To contribute to the promotion of key academy priorities, campaigns and events through co-ordinated digital communications.

***Content creation***

- To capture and create high-quality content for social media and digital communications, including photography, video, short-form written content, interviews, reels, stories and other platform-specific formats.
- To identify and tell compelling stories from across the life of the academy, including teaching, performance, student experience, outreach and alumni activity where appropriate.
- To attend concerts, events and selected academy activities in order to gather engaging, real-time and planned content.
- To edit and prepare content to a high standard, ensuring it is accurate, on-brand, appropriately captioned and suitable for the intended audience and platform.
- To maintain an organised library of digital assets for future use.
- To work closely with colleagues across the academy to identify content opportunities.
- To liaise with external photographers, videographers, designers and other creative suppliers.
- To ensure that all content reflects the academy's ethos and values and presents the academy in a positive, authentic and professionally credible way.
- To ensure that all content creation complies with the academy's policies, including safeguarding, child protection, data protection and consent requirements.

- To be responsible for the academy's internal digital signage.

### **General**

- To contribute to the academy's wider marketing and communications activities as required.
- To assist with the promotion of major events and whole school activities.
- To be flexible in working hours when required, including some evening and school holiday work, in order to cover performances and academy events (exam results days).
- To be responsible for the checking of student photograph and video permissions.
- To be responsible for the maintenance and updating of the academy website.
- To support with the creation and production of high-quality marketing materials.
- To attend staff and other meetings and participate in staff training and development events as requires.
- To assist in the creation and distribution of whole school communications.
- To support with general administration tasks as required.

### **Other duties:-**

- Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.
- Employees are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.
- The Academy will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.
- This Job description may be changed to reflect or anticipate changes in the job which are commensurate with the salary and job title.

**Due to the nature of this job, it will be necessary for the appropriate level of Disclosure Barring Service to be undertaken. Therefore, it is essential in making your application you disclose whether you have any pending charges, convictions, bind-overs or cautions and if so, for which offences. This post will be exempt from the provisions of section 4, (2), of the Rehabilitation of Offenders 1974 (exemptions) (amendments) Order 1986.**

**Therefore, applicants are not entitled to withhold information about convictions which for other purposes are "spent" under the provisions of the Act, and, in the event of the employment being taken up, any failure to disclose such convictions will result in dismissal or disciplinary action by the Academy. The fact that a pending charge, conviction, bind-over or caution has been recorded against you will not necessarily debar you from consideration for this appointment.**

## GEORGE SALTER ACADEMY

### Person Specification – Marketing and Communications Assistant

Category	Essential	Desirable	Method of Assessment
<b>Qualifications and Training</b>	<ul style="list-style-type: none"> <li>• Relevant degree or equivalent industry experience.</li> <li>• Excellent IT skills with experience of using a range of IT packages, including software designed to support marketing and design.</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing qualification.</li> <li>• Experience working in an educational setting.</li> </ul>	Application form Certificates Interview
<b>Knowledge and Understanding</b>	<ul style="list-style-type: none"> <li>• Strong understanding of digital marketing and social media.</li> <li>• Knowledge of branding and audience engagement.</li> <li>• Knowledge of administration and general office procedures.</li> <li>• Excellent understanding of brand awareness, audience engagement and digital story-telling.</li> <li>• Knowledge of safeguarding, confidentiality and professional boundaries in relation to working in an educational environment.</li> </ul>		Application form Interview
<b>Skills and Experience</b>	<ul style="list-style-type: none"> <li>• Experience of managing social media accounts for an organisation, brand or institution in a professional capacity.</li> <li>• Experience of updating websites.</li> <li>• Excellent communication skills.</li> <li>• Strong organisational skills.</li> <li>• Strong planning and organisational skills, with the ability to manage multiple projects and deadlines effectively.</li> <li>• Excellent attention to detail.</li> <li>• Ability to work on own initiative with little supervision.</li> <li>• Ability to capture and edit high-quality photo and video content.</li> </ul>	<ul style="list-style-type: none"> <li>• Confidence in interviewing students, staff or visitors and turning conversations into engaging content.</li> </ul>	Application form Interview References

<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Creative and proactive.</li><li>• Adaptable and resilient.</li></ul>		Interview References
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