



## Job Description – PR and Community Partnerships Lead (non-teaching)

### Purposes:

- To lead on the marketing strategy
- To lead on stakeholder voice
- To maximise income generation opportunities in the community
- To ensure all PR work promotes and celebrates the unique values and faith ethos of the school ('The Bishop Brand')

### Organisational relationships:

- Responsible to: Business Manager and Headteacher

### Main Duties and responsibilities

The PR and Commercial Partnerships Lead will support the Senior Leadership Team in

- Creating a strategy which enables the brand of the school to be communicated prestigiously and efficiently across all communication channels
- Ensuring an effective schedule is in place for key marketing events encompassing press, digital, social media, website, onsite and outreach channels
- Ensuring consistency in the Bishop Brand
- Contributing to the planning of Open Mornings and Open Evenings and all other key public events, working to deliver events which promote the school in the best way possible.
- Co-ordinating the capturing of daily school events and using them to promote the Bishop Brand
- Ensuring digital communications are regularly reviewed, including the school website and social media

### Lead on stakeholder voice

- Manage the annual cycle of stakeholder voice (students, staff, parents, community)
- Analyse results and present recommendations to the Senior Leadership Team and Trustees

### Maximise income generation opportunities (beyond sports facilities)

- To conduct market analysis on community gaps and opportunities
- To establish a 'Bishop Offer'
- To propose opportunities for SLT approval
- To evaluate all programmes
- To be the point of contact for income generation events
- To manage the Alumni programme

*The Academy is committed to safeguarding and promoting the welfare of students. All staff and volunteers must abide by the Academy's Safeguarding policies and recognise that safeguarding is everyone's responsibility*

*The specific responsibilities outlined are indicative, not a comprehensive description of all aspects of the role. As requirements evolve over time, job descriptions are subject to review.*

**October 2025**

