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| **Ernest Bevin College**  **For Discussion - Job Description**  EBC_Badge_Col |

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| Title: Marketing & Communications Officer 36 hours per week – TTO including INSET Days + 4 weeks | **Salary Scale: Scale 6 – SO1** |
| **Supported by and reporting to**: School Business Manager | Assisted by Teaching and Non-Teaching Staff |

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| **Main Purpose of Role** | * Understand the crucial role successful marketing plays to educational establishments and to implement a broad and effective marketing strategy to attract parents, students and staff to the college * To oversee and develop all marketing campaigns * Ability to promote the college using a variety of marketing and communication tools in order to engage with all audiences * To ensure that all medium used is innovative, accurate and published in a timely fashion * To be able to identify the strengths and uniqueness in what the college has to offer and be forward thinking in promoting these to compete with other local colleges * To conduct research and analyse data to identify and define audiences * To regularly benchmark the college’s marketing strategy against other local schools/colleges * Provide first class internal and external communications liaising with senior staff and develop strong relationships with targeted local media * Able to clearly present proposed marketing campaigns to the School Business Manager and Principal which is to include detailed information and statistics to support the campaign and to report on outcome and effect of each campaign * In conjunction with the School Business Manager to explore the generation of additional college income by increasing lettings and exploring various fundraising ideas |
| Role Responsibilities | Media and Marketing Strategies:   * Explore creative new media opportunities and different ways of promoting the college * Monitor and make regular contributions Social Media platforms to positively promote the college   Promotional and Informative Materials:   * Manage and maintain the college website by ensuring all statutory information is published in a timely manner, I.e. policies, curriculum performance data, etc. * Regularly collate and update website information pages including College Life, Curriculum, Sport, Sixth Form, Governor and Community Pages * Post regular News items and Photo galleries to promote recent internal and external college events on college website * Ensure that website calendar, events, job vacancies pages are updated as necessary * Review and update the College Prospectus and Sixth Form Prospectus annually ensuring that it is factually accurate and is creatively informative and inspiring * In liaison with teachers and students, collect articles to produce informative literature for circulation to students, parents and staff through Bevin News and Bevin Magazine * Produce and distribute a Community Newsletter annually to reflect outstanding achievements the College has made and other national events it has successfully participated in   Press and Local Media:   * Develop relationships with editorial and advertising contacts in local media * Help to organise newsworthy events. E.g. Science Lab & Food Tech Room openings and produce press releases for circulation as necessary * Plan media strategy (including advertising) throughout the year   College Open Events:   * To work with the School Business Manager and senior staff in planning, preparation and marketing of annual and ad hoc Open Events * To ensure that all events are appropriately advertised in local media and on online platforms * Promote all appropriate Open Events including annual Secondary Transfer to all local Primary Schools and use these opportunities to build strong and positive relationships   Communications:   * To work with colleagues to ensure a consistent approach and style for all mediums of communications * To raise awareness of all articles and press releases which appear in the public domain by displaying on noticeboards, posting on online platforms and/or circulate electronically to staff and students involved * Organise and promote Parent Forum events once a term * Develop effective methods of communicating with parents * To work closely with the college’s PTA, Friends of Ernest Bevin (FEBS) to successfully promote events including fundraising activities * To use every opportunity to enhance the profile of the college within the local and wider community * Ensure that all individuals or community organisations public facing enquiries are responded to or escalated as required   Curriculum Focus:   * To support student learning in journalism by providing extra-curricular opportunities such as BBC News School Report Day and other journalism opportunities * In liaison with teachers and students collect articles to produce informative literature for circulation to students, parents and staff through Bevin News and Bevin Magazine * Produce and distribute a Community Newsletter annually to reflect outstanding achievements the College has made and other national events it has successfully participated in |
|  | Alumni:   * To develop and grow the Friends of Alumni organisation by encouraging leavers to sign up * To liaise with Future First to communicate with registered students on the Alumni database on an annual basis * Explore opportunities where the use of the college Alumni could be of benefit to current students   Lettings & Fundraising:   * Work closely with the School Business Manager to research and act on potential income streams |
| Whole School Responsibilities | * To be aware of, comply with and publicly support the policies and procedures of the college including those relating to child protection, health, safety and security, confidentiality and data protection, and privately challenging breaches and reporting all concerns to an appropriate person * To contribute to the development and review of the college policies as appropriate, particularly those which relate to the main purpose of this role. * To carry out duties in accordance with the Health and Safety at Work Act, adopting safer working practices, in accordance with college policies and relevant legislation |
| Professional Skills | * Has excellent proven professional communication skills and networking ability * Ability to contribute towards working successfully as part of a team * The ability to multi-task and to work to schedules and deadlines * Ability to write and proof read creative copy * Has a strong commercial awareness and is passionate about customer service * Has excellent and a wide range of ICT skills in order to devise comprehensive marketing initiatives * Is forward thinking and has an adaptable approach in their role * Maintains a strong attention to detail and ensures that information shared to the public can be accessed by all audiences and is factually correct * Maintains accuracy and good record keeping of in all aspects of their role and is highly organised and methodical and works in a tidy and controlled manner * Ability to compile and distribute financial and statistical information associated with all marketing projects * In conjunction with the School Business Manager, take personal responsibility for the identification of learning, development and training opportunities * To attend relevant meetings and participate in training opportunities and performance development as required for the effective delivery of the role * To undertake within reasonable parameters, other duties and responsibilities as required from time to time commensurate with the grade and seniority of the post or as directed by the Principal or member of the Senior Leadership Team * Share expertise and skills with others in order to ensure that a high level of business continuity is maintained * Participate in training and other learning activities and performance development as required * Recognise own strengths and areas of expertise and use these to advise and support others |
| Personal and Professional Conduct | * Treat students and staff with dignity, building relationships always rooted in mutual respect and observing proper boundaries appropriate to staff member’s professional position * Have regard to the need to safeguarding students’ wellbeing in accordance with statutory provisions * Show tolerance and respect for the rights of others * Promote fundamental British values, including democracy, the rule of law, individual liberty and mutual respect, and tolerance of those with different faiths and beliefs * Ensure that personal beliefs are not expressed in ways which exploit students’ vulnerability or might lead them to break the law * Have a proper and professional regard for the ethos, policies and practice of Ernest Bevin College and maintain high standards in their own attendance and punctuality * Be aware of and support difference and ensure equal opportunities for all * Contribute to the overall ethos, work and aims of the college |
| Safeguarding | * To be fully aware of and understand the duties and responsibilities arising from the Children Act 2004 and Working Together in relation to child protection and safeguarding children and young people as this applies to the worker’s role within the organisation * To also be fully aware of the principles of safeguarding as they apply to vulnerable adults in relation to the worker’s role * To ensure that the worker’s line manager is made aware and kept fully informed of any concerns which the worker may have in relation to safeguarding and/or child protection * Develop constructive relationships and communicate with other agencies and professionals |

This job description does not direct the particular amount of time to be spent on carrying out the above duties and responsibilities and no part of it may be so construed. This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and may be subject to modification or amendments at any time after consultation with the post holder. Employees will be expected to comply with any reasonable request from the Principal to undertake work of a similar level that is within your grade but not specified in this job description.

**August 2021**

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| **Ernest Bevin College**  **Person Specification**  EBC_Badge_Col |

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| Title: Marketing & Communications Officer 36 hours per week – TTO including INSET Days + 4 weeks | **Salary Scale: Scale 6 – SO1** |
| **Supported by and reporting to**: School Business Manager | Assisted by Teaching and Non-Teaching Staff |

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| **CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| **QUALFICATIONS** | * Degree or Level 4 qualification in subject area relevant to Marketing, PR or Event activity * GCSE grade C and above in English & Mathematics |  |
| **EXPERIENCE** | * Proven recent marketing experience in a similar role * Maintaining websites and social media sites/platforms i.e. Twitter, Facebook * Experience of successfully organising events/activities * Evidence of working proactively in a variety of relevant projects & tasks * Working with the wider community, local press agencies and commercial businesses * Previous experience of working in an educational setting and building respectful relationships with young people * Experience of working with a range of managers and staff | * Previous experience of working in a PR or media environment * Ability to provide analytical and financial data as necessary * Awareness of Health & Safety Policies & Procedures * Ability to work within a large and diverse educational environment |
| **SKILLS** | * Excellent interpersonal and communication skills. * Excellent organisation skills. * Excellent ICT skills relating to meet the objectives of the role * Ability to evaluate market campaigns taking into account feedback in order to improve on future projects * Excellent time management skills and work flexibly to meet deadlines * Enthusiastic and dedicated to the role and the ability to engage staff, students and parents to contribute to raise the profile of the college * An excellent working knowledge of Microsoft Office, Word, Excel, Access Database and One Drive * Commitment to work on own initiative and to work flexibly to meet deadlines as set by senior leadership team and all stakeholders * Ability to respond to unplanned situations with co-operation and professionalism * To engage and work closely and collaboratively with all staff members to enable the organisation of marketing and promotional events * To build and encourage strong working relationships with your marketing and communications colleagues * Able to be positive and enthusiastic and sympathetic to the needs of others * To have a positive attitude to personal development and training and seek out training opportunities to enhance the role to meet the college’s objectives * Able to communicate clearly and excellent interpersonal skills with adults and young people * Highly organised with good attention to detail | * Knowledge of project management |
| P**ERSONAL QUALITIES AND CHARACTERISTICS** | * Suitable to work with children * Excellent communication skills, both oral and written * Resilience and stamina when faced with busy and demanding situations * Confidence to hold firm with staff , students and third parties when challenged in order to maintain college standards * The drive to help ensure EBC is the best education provider in the area * Ability to work under pressure, meet deadlines, and establish positive relationships with students, parents. staff and outside agencies * A forward-thinking approach * Ability to be reflective and self-critical * Commitment to the promotion of equality of opportunity * An excellent professional role model (e.g. maintaining an excellent personal attendance & punctuality record) * Maintain confidentiality and adhere to GDPR * Commitment to the college vision, aims and ethos, its community, and the college improvement plan. | Understand the importance of strategic change |

**August 2021**