



John Taylor Free School			
Post Title	Grade	Hours	Date
Marketing & Communications Assistant	Grade 5	Part time working 25 hours per week, term time only including INSET plus 5 days	January 2009

Statement of Purpose

Under the direction of senior staff, to be responsible for the marketing and communications of the school to outside stakeholders, students and school staff. To promote the school to different audiences and to raise the profile within the community.

Support for School Publicity

- To produce promotional material, e.g. prospectus, leaflets, newsletters, etc...
- To produce the weekly school newsletter including articles from across the school population
- To promote news events to local news outlets, social media etc...
- Manage the school's social media accounts
- To assist with the input and review of information, images and news items onto the school's website and social media
- To liaise positively with stakeholders to compile information for publication
- To create and design school branding and be proactive in taking the initiative to promote school events

Support for School Communications

- To be the central point for school letters ensuring consistency and positive promotion of the school messages
- To manage school messaging to parents and other stakeholders via Bromcom and social media
- To work with the PTFA to promote events and fundraising opportunities
- To work with wider local groups to improve the school profile and reach in terms of school activities, positive local engagement, promotion of facilities for local groups
- Promote vacancies via social media and other outlets to maximise visibility and drive maximum applications

Support to Students/Organisation

- Administer the whole school calendar
- Provide routine administrative support, e.g. photocopying, filing, faxing, emailing, completing routine forms, responding to routine correspondence
- To undertake various administrative tasks when required

Support to School

- Promote and safeguard the welfare of children and young persons you are responsible for or come into contact with
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person
- Be aware of, support and ensure equal opportunities for all



- Contribute to the overall ethos/work/aims of the school
- Appreciate and support the role of other professionals
- Attend and participate in relevant meetings as required
- Participate in training and other learning activities and performance development as required
- Assist with pupil needs as appropriate during the school day

The content of this job description will be reviewed with the post holder on an annual basis in line with the School's performance and development review policy. Any significant change in level of accountability that could result in a change to the grade must be discussed with the postholder and the relevant trade union before submitting for re-evaluation.



Person Specification
Marketing and Lettings Assistant

Essential Criteria	Measured By
<p>Experience</p> <ul style="list-style-type: none"> • Experience of working in a marketing, reprographics, design or ICT environment 	AF/I
<p>Qualifications / Training</p> <ul style="list-style-type: none"> • NVQ3 or equivalent in an appropriate marketing, design and/or technology discipline • Excellent ICT skills 	AF/I
<p>Knowledge / Skills</p> <ul style="list-style-type: none"> • Excellent understanding and ability to use relevant equipment / technology including Microsoft office packages • Experience of using social media platforms • Knowledge of design software would be desirable • Full working knowledge of relevant polices/codes of practice and awareness of relevant legislation • Ability to manage own workload and work on own initiative • Ability to work constructively as part of a team, understanding school roles and responsibilities and your own position within these • Ability to relate well to children and to adults • Good organising, planning and prioritising skills 	AF/I
<p>Behavioural Attributes</p> <ul style="list-style-type: none"> • Customer focused. • Has a friendly yet professional and respectful approach which demonstrates support and shows mutual respect. • Open, honest and an active listener. • Takes responsibility and accountability. • Committed to the needs of the pupils, parents and other stakeholders and challenge barriers and blocks to providing an effective service. • Demonstrates a “can do” attitude including suggesting solutions, participating, trusting and encouraging others and achieving expectations. • Is committed to the provision and improvement of quality service provision. • Is adaptable to change/embraces and welcomes change. • Acts with pace and urgency being energetic, enthusiastic and decisive. • Communicates effectively. • Has the ability to learn from experiences and challenges. • Is committed to the continuous development of self and others by keeping up to date and sharing knowledge, encouraging new ideas, seeking new opportunities and challenges, open to ideas and developing new skills. 	AF/I

AF - Application form

I – Interview

Note 1:

In addition to the ability to perform the duties of the post, issues relating to safeguarding and promoting the welfare of children will need to be demonstrated these will include:

- *Motivation to work with children and young people.*
- *Ability to form and maintain appropriate relationships and personal boundaries with children and young people.*
- *Emotional resilience in working with challenging behaviours and*
- *Attitudes to use of authority and maintaining discipline.*