



Job Description Marketing Officer

Post Title:		Marketing Officer
Purpose:		To develop an integrated marketing and public relations strategy for the School, leading on all aspects of promotional, communication and marketing activities and thus help to establish Prospect as the school of choice for the local area.
Reporting to:		Business Manager
Liaising with:		Headteacher, Leadership team, Heads PA, current and prospective school stakeholders
Working Time:		21 hours per week, term time only + 5 days. A flexible approach to working hours is essential as a small amount of out-of-hours working may be needed for certain events.
Salary/Grade:		Salary Grade SO1 Point 29 - 34 Actual £12,367 - £14,371 (FTE £25,694 - £29,854)
Disclosure level		Enhanced
MAIN (CORE) DUTIES		
		<p>In consultation with the Leadership team and governing body, develop and implement a marketing and communications strategy for the school ensuring that we communicate very effectively with all our current and potential stakeholders in keeping with the school development plan.</p> <p>To recommend and adopt new technologies to support and improve the overall efficiency in the recruitment and retention of students and staff.</p> <p>To develop and oversee the management of the online presence of the school, building its footprint across appropriate social media platforms including Twitter, Facebook, etc.</p> <p>To develop and manage media relationships through press releases, radio, etc.</p> <p>To identify and promote current and planned events and achievements, attending as necessary and preparing press releases to publicise as required.</p> <p>To proactively create and develop new relationships and seek out</p>

		<p>publicity opportunities to enhance the reputation of the school. Including the identification and development of relevant local community initiatives in which the school can play a relevant part.</p> <p>To maintain, develop and update the content of the school's website in order that it is always current, relevant and meeting relevant requirements.</p> <p>To develop a corporate style for Prospect and provide guidance to staff to ensure consistently applied in the school e.g. documentation, school buildings.</p> <p>To be responsible for the writing and producing of high quality communications ensuring appropriate content, tone and consistency. e.g. student prospectus, staff prospectus. Liaising with in-house and external designers for all production issues.</p> <p>To be responsible for the production of the School's newsletter</p> <p>To work with key staff to develop and deliver an internal communication strategy for the school.</p> <p>Manage the marketing budget.</p> <p>To represent the school at recruitment events on an ahoc basis (TOIL can be claimed when necessary)</p>
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Other Specific Duties:

- To carry out other responsibilities, commensurate with the grade of the post, as determined by the Business Manager.
- To continue personal professional development as agreed including attending training sessions or training courses.
- Promote, reinforce and model the school's commitment to safeguarding and promoting the welfare of children and young people.
- To be aware of the personal responsibilities for personal health, safety and welfare and that of others who may be affected by your actions or inactions.
- To promote actively the school's corporate policies.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

A review of the post and its responsibilities will be undertaken periodically and may result in modification to the tasks of the post holder.

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 required to be courteous to colleagues and students and provide a welcoming environment to visitors and telephone callers.

The school 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.

