

JOB DESCRIPTION

Job Title:	Communications Manager (0.6fte)
Reporting to:	Assistant Vice Principal
Annual Salary Spine Point Range:	28 - 32
Working Pattern:	Permanent, 22.5 hours per week, ideally on Tuesdays - Thursdays. Alternative days may be considered. There will be some flexibility to work from home from time to time.

Job Purpose

The Communications Manager will lead on all aspects of communication to the Academy's external stakeholders, principally parents, prospective parents and the general public.

Role Priorities

The Bridge Academy is an excellent school and we have much to be proud of. Students and staff demonstrate many qualities on a daily basis that make it a special community to be part of. We have an effective governing body and supportive sponsors in UBS. We want these qualities and our strong values to be seen by the community around us and for our communications to reflect this. This role is about taking the great things we have and showing them off to the world outside, so that our external reputation accurately reflects and promotes the internal reality. We want our message to be stronger and to reach more people.

- To ensure the messages and values of the Academy are presented effectively to external stakeholders.
- To ensure parents are kept up to date with activities of the Academy and deepen their connection with the Academy as a result.
- To promote the Academy to the wider public, particularly families of primary age children in order to improve recruitment.
- To devise, implement and grow a communication/marketing strategy. Ensuring a consistent brand image and increase in engagement.
- To use all means available to achieve this including the school website, social media, printed documentation and other media, ensuring these are kept up to date and relevant.

Duties and Responsibilities

- To prepare regular newsletters for parents that are informative and engaging.
- To keep the school website up to date, ensuring it provides a positive reflection of the Academy and complies with DfE guidance.
- To develop our social media presence – Facebook, Twitter (X), Instagram, LinkedIn - to promote the Academy.
- To keep up to date with events in the Academy with a view to publicising these.

To work closely with the Vice Principal with responsibility for primary transition and the Assistant Vice Principal with responsibility for the Sixth Form, to increase first choice applicants joining the Academy.

- To work with and encourage staff to provide content that can be passed back to parents and used in communications.
- To work with students to hear and understand their activities so these can be publicised.
- To develop relationships with local media outlets with a view to promote the Academy through articles, reports, interviews, images.
- To keep in touch with parents and other stakeholders as to their views about the Academy and how it is perceived in the local community.
- To provide high quality newsletters, external articles, website and prospectus content, etc.
- To source and develop rich content for communications, including videos, photos, and audio-visual content.

Other

- You may be required to work up to 3 additional days non-term time each academic year during events like examination results days.

The successful applicant will be familiar with marketing and communications and will have the initiative and confidence to manage their responsibilities with minimal supervision. The ability to work on their own initiative and to take ownership of the role are essential. They will be a “people person” and will be able to engage colleagues and stakeholders, but with an eye for detail and the technical skills to ensure their work is always of the highest quality. They will demonstrate the values and qualities of the Academy in their own day to day interactions.

JOB SPECIFICATION

Qualifications and Experience

- Qualifications to degree, A level, or equivalent.
- Previous experience in a similar role, (within the educational sector is desirable but not essential.)
- Experience of using a range of communications and marketing techniques and technology including social media and web-based technology.
- Experience of developing and implementing communications and marketing strategies and ensuring their delivery.
- Evidence of continuing professional development.

Knowledge, Skills & Abilities

- Detailed knowledge of a wide range of communications, marketing and engagement tools and media.
- Working knowledge of MS Office; photo and video editing software.
- Knowledge of safeguarding requirements and data protection.
- Excellent verbal and written skills; the ability to communicate effectively and professionally with staff, students, parents, and external agencies as required.
- Excellent skills in writing for publication, with the ability to produce accurate and effective materials for the Academy's external stakeholders, principally parents, prospective parents and the general public.
- Exceptional organisational skills - the ability to strategise and see the bigger picture.
- The ability to establish and maintain good working relationships with young people.
- The ability to present written information in a structured way appropriate to the needs of the reader.
- The ability to create engaging articles and social media posts etc.
- Proficiency in content creation tools such as Microsoft Office Suite and Adobe Creative Suite.

Personal Qualities

The successful candidate will:

- Commit fully to the Academy mission of ensuring that every student will go on to a good university or equivalent, thrive in a top job and live a great life.
- Be committed to excellence, self-motivated, demonstrating a positive approach with a "can do" attitude.
- Be dynamic and proactive, with proven efficiency and time management in working to deadlines.
- Have a strong sense of moral purpose and believe that every child, no matter their background or ability, deserves the chance to reach their full potential.

- Have a high level of personal drive and consistently set extremely high standards for themselves.
- Be curious, willing to learn and positive.
- Be able to build effective relationships with parents and external parties.
- Demonstrate good judgement and decision-making skills.
- Be highly solutions focussed and resilient in the face of difficulties.
- Have a proven track record of success and demonstrate a willingness to work flexibly to meet the best interests of the Academy.