

# JOB DESCRIPTION AND PERSONAL SPECIFICATION

The purpose of the Job Description and Person Specification is to provide information about the role and the skills a successful candidate must have.

## Job details

Job title:	Communications Manager
Directorate:	Viridis Schools
Reporting to:	Federation Business Manager / Executive Headteacher
Grade:	S02

## Job description

Purpose of the post: Manage and develop communication and marketing strategies (incorporating both internal and external communications) to positively promote the profile of the Federation in order to:

- Foster excellent relationships with parents and the local community
- Increase pupil recruitment at all points of entry so that the schools remain highly regarded and pupil numbers increase
- Support the recruitment and retention of high quality teaching and associate staff

To work alongside the Executive Headteacher and School Business Manager and central administration team, to improve communication and sharing of information, to enhance the presentation of the school and to build strong, effective school branding.

Main duties and responsibilities :

### Leadership

- Develop and implement marketing and communication strategies through an annual action plan for the Federation, monitoring and reviewing on an annual basis.
- To plan and implement market research, interpret results and make recommendations to school leaders on future marketing actions.

### Communication

- To take a lead in ensuring outward communication from the school is accurate, professional and timely including implementing strategies to improve responsiveness to parents and other stakeholders.
- Manage the school websites – posting information, creating regular news stories and ensuring all pages remain up to date and DfE compliant.
- Manage all digital content for the Federation. This includes social media pages such as Twitter, Instagram, Facebook and LinkedIn.
- Develop and manage relations with local and national media to promote Federation achievements and maximise positive reporting.
- Manage the Life Channel System – posting information, creating regular news stories and ensuring all pages remain up to date and compliant with GDPR.

### **Production**

- To design, create and produce a variety of high quality material for marketing and publication purposes to all school audiences.
- To organise distribution of promotional materials via a variety of methods to local households, schools and associated partners, organisations and venues.
- Produce high quality PowerPoint presentations, or other media, for use by the Headteacher and other members of the Leadership Team for marketing and promotion use.
- Brand management for the Federation, both on and off line, including development of consistent brand guidelines and templates.
- Lead the production and mounting of award displays for public reception areas.

### **Events**

- Manage and contribute to all high profile events for the school, for example enrichment and celebratory events.
- Publicise and event manage CPD sessions.
- Capture high quality photographs/video footage of school life and events to use in publications, marketing materials and display.
- Manage provision of marketing merchandise, promotional material, signs and displays for promotion of teacher training at recruitment fairs, exhibitions and open events.

### **Recruitment**

- Manage recruitment processes including advert design and upload, tours, interview processes and recruitment events for new employees and ITT.

This is a description of the main duties and responsibilities of the post on the date of production. The duties may change over time as requirements and circumstances change. The person in the post may also have to carry out other duties as may be necessary from time to time.

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#### **General**

##### **Requirements:**

- Take part in the school's performance management system.
- Enhanced DBS Check.
- Attend governing body meetings on a regular basis as required.
- Strong commitment to furthering equalities in both service delivery and employment practice.
- You must promote and safeguard the welfare of children, young and vulnerable people that you are responsible for or come into contact with.

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## Person Specification

	Essential	Desirable
<b>Qualifications</b>		
1. GCSE Grade C or above in English and Maths / NVQ Level 3 or equivalent qualification or equivalent in relevant discipline	✓	
<b>Experience</b>		
2. A minimum of three years' experience in communications management	✓	
<b>Knowledge</b>		
3. Experience of using information technology in terms of using a computer, Microsoft software, publication software, photography and media platforms	✓	
<b>Skills</b>		
4. Excellent numeracy and literacy skills	✓	
6. Ability to design and create high quality material for publication	✓	
7. Good interpersonal, organisational and communication skills	✓	
8. Ability to work in a multi-disciplinary team effectively	✓	