



## Job description

JOB TITLE:	Marketing and Communications Assistant
SALARY CODE:	Clapton Support Staff Range, Scale 6, Points 26 - 28 (Pro Rata)
RESPONSIBLE TO:	Head of Marketing and Communications
HOURS OF WORK:	<p>This post is term time only (195 days) plus a further 72 hours that are flexible (equivalent to 10 days).</p> <p>For the 195 term time days you will be expected to work the following hours:</p> <ul style="list-style-type: none"><li>Monday, Tuesday, Wednesday and Friday 8:00am- 3:30pm</li><li>Thursday 8:00am- 4:30pm</li></ul> <p>These timings include a 30 minute lunch break and a normal 36 hour week. These hours may be reviewed in consultation with you. The remaining 72 hours (10 days) of work will be agreed once the needs of the academic year are known. <b>It is expected that at least 6 of the additional 10 days will be worked during the exam results weeks in the Summer holidays.</b></p>

### POST RESPONSIBILITIES

- To assist with developing and reviewing effective external marketing strategies and materials to publicise and promote the successes of the academy and Sixth Form and increase recruitment of both students and staff
- To assist with internal communications of specific projects and awareness campaigns for students
- To assist in the creation of new and innovative content for marketing projects, promotional campaigns, a wide range of publications and digital material
- To maintain a consistent identity of the academy's brand by following brand guidelines and marketing requirements
- To assist with the creation and publishing of content on the academy's website to ensure it achieves its full potential and accurately communicates the academy's key messages
- To support the Head of Marketing in posting daily social media posts, and developing campaigns centered around key dates, i.e. International Womens' Day
- To identify potential news stories, collate content and assist with copywriting across a full range of media
- To plan, film and edit videos, liaising with teaching and non-teaching staff to create effective and engaging content for students, parents and external bodies
- To design and procure promotional marketing resources and merchandise
- To capture high quality engaging photos to support the creative process for all of the academy's promotional outlets
- To work closely with other relevant members of staff in the planning, marketing and delivery of events at the academy
- To attend Open Sessions and Open Evenings and other key events in the academy calendar such as whole school performances and alumnae engagement events
- To comply with safeguarding and GDPR requirements ensuring we have the necessary permissions for all images and video footage.
- To administer and maintain appropriate databases and assist with regular mailings to a wide variety of audiences
- To maintain and curate the stock of photographs and videos of the academy for its promotion
- To update and maintain public display in public spaces including digital display.



The post holder will be expected to carry out all duties in the context of and in compliance with all the academy's policies and procedures and in compliance with Clapton Girls' Academy Equal Opportunities Policies and Code of Conduct. All the above duties are to be carried out in line with current Health and Safety legislation.

## DATE:



# Person specification – Marketing and Communications Assistant

## QUALIFICATIONS

	ESSENTIAL	DESIRABLE
5+ GCSE's A*- B, including English and Maths	✓	
Degree or equivalent in relevant subject - graphic design/communications/marketing		✓

## EXPERIENCE

	ESSENTIAL	DESIRABLE
Experience of working in a marketing or graphic design environment	✓	
Experience of working on marketing/advertising campaigns, projects or initiatives	✓	
Demonstrable proficiency in the use of the Adobe Creative Suite	✓	
Experience of compiling content, copywriting and proofreading for printed or digital material	✓	
Experience of filming and editing video footage for work purposes	✓	
Experience of using Content Management Systems (CMS)		✓
Experience of running social media campaigns		✓

## KNOWLEDGE AND SKILLS

### ESSENTIAL DESIRABLE

Excellent competency in the Microsoft Office Suite		✓
A sound command of written English	✓	
Excellent verbal and written communication skills	✓	
Outstanding organisation and attention to detail	✓	
Ability to manage and prioritise a diverse workload to meet deadlines	✓	
Excellent interpersonal team working skills with the ability to work independently when necessary	✓	
Ability to learn new tasks and processes quickly	✓	
Ability to problem solve and use own initiative	✓	
The ability to work within academy policies, procedures and expectations	✓	



### PERSONAL QUALITIES AND ATTRIBUTES

#### ESSENTIAL

#### DESIRABLE

Proven tact and diplomacy when dealing with adults and young people	✓	
Resourceful, resilient, reliable and trustworthy with a positive 'can do' attitude	✓	
Flexible and able to work calmly and efficiently under pressure	✓	
Innovative, with creative flair and an excellent eye for design	✓	
Having vision, enthusiasm, drive and commitment to secure the highest standards	✓	
Committed to being a role model for staff and students in relation to overall conduct, including dress code, attendance and timekeeping	✓	
Committed to safeguarding and promoting the welfare of children and young people.	✓	
Willing to work flexible hours	✓	