



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">Monday, Tuesday, Wednesday and Friday 8:00am- 3:30pmThursday 8:00am- 4:30pm <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. It is expected that at least 6 of the additional 10 days will be worked during the exam results weeks in the Summer holidays.</p>

POST RESPONSIBILITIES

- To assist with developing and reviewing innovative, efficient and effective marketing strategies and materials to publicise and promote the successes of the academy and Sixth Form and increase recruitment at all points of entry.
- To assist with the delivery of a range of publications and marketing services.
- To assist with the development and management of the academy website and social media.
- To assist in the consistent appearance of the academy's brand identity.
- To assist in the creation of marketing projects, promotional campaigns, a wide range of publications and online material.
- To maintain and update records and filing systems including a reference library of media coverage obtained for the academy and Sixth Form.
- To administer and maintain appropriate databases and assist with regular mailings to a wide variety of audiences.
- To provide support ahead of academy events and create resources as required.
- To be present at academy events (including evening events) to ensure success and smooth running as required.
- To design and procure promotional marketing resources and merchandise as directed.
- To ensure high quality photographs and /or video footage are taken that present the academy in a positive manner.
- To comply with safeguarding and GDPR requirements ensuring we have the necessary permissions for all images and video footage.
- To produce and edit video footage for marketing purposes.
- To update and maintain public display in public spaces including digital display.
- To ensure display around the academy is updated by undertaking a weekly tour, making temporary repairs to noticeboards and liaising with relevant Head of Faculty.
- To produce and distribute the daily staff and student notices via email by the agreed time.



Additional duties and tasks may be negotiated and agreed at the time of appointment and annual review (following the first annual cycle) at the direction of the Academy Business Leader.

This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks, but sets out the main expectations of the academy in relation to the post holder's professional responsibilities and duties.

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.

ACCEPTANCE OF THE JOB DESCRIPTION BY POST HOLDER

I can confirm my acceptance of the Job Description as outlined above

NAME:

SIGNED:

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		✓
Further relevant qualification in marketing and communications or arts related subject		✓

EXPERIENCE

	ESSENTIAL	DESIRABLE
Experience of working in a marketing environment and evidence of successful events management		✓
Experience of producing and editing video footage for marketing purposes	✓	
Demonstrable proficiency in the use of design software such as the Adobe Creative Suite	✓	
Experience of compiling and producing publications, newsletters and other printed or digital material		✓
Experience of working with press and media contacts and producing press releases		✓
Experience of using websites and social media as key communication tools	✓	
Experience of working on marketing/advertising campaigns, projects or initiatives		✓
Experience of MSM/Mobile marketing and other developing technologies		✓

KNOWLEDGE AND SKILLS

	ESSENTIAL	DESIRABLE
An excellent knowledge of the Microsoft Office Suite	✓	
The ability to work within academy policies, procedures and expectations	✓	
Outstanding copy writing, proof reading and presentation skills	✓	
Excellent attention to detail	✓	
Knowledge of website content management systems		✓
Ability to prioritise workload and work to given deadlines	✓	
Knowledge of a range of social media platforms	✓	
Ability to work independently and as an effective team member	✓	
Excellent organisational, verbal and written communication skills	✓	

PERSONAL QUALITIES AND ATTRIBUTES

	ESSENTIAL	DESIRABLE
Proven tact and diplomacy when dealing with adults and young people.	✓	
Reliable, honest and trustworthy.	✓	



Able to remain calm and cope with the unexpected.	✓	
Committed to being a role model for staff and students in relation to overall conduct, including dress code, attendance and timekeeping.	✓	
A 'can do' attitude.	✓	
Energy, enthusiasm and commitment.	✓	
Committed to safeguarding and promoting the welfare of children and young people.	✓	
A genuine interest in current and emerging web technologies	✓	
Willing to work flexible hours	✓	