

## Job description

<b>JOB TITLE:</b>	Marketing Communications and Admin Officer
<b>SALARY CODE:</b>	Clapton Support Staff Range, Scale 5, points 12- 17 (Pro Rata)
<b>RESPONSIBLE TO:</b>	Hackney Teaching Schools Alliance (HTSA) Director
<b>HOURS OF WORK:</b>	<p>The post holder is required to work a 36 hour week. The actual hours will be agreed at the time of appointment to meet the needs of the academy timetable.</p> <p>3 days will be supporting the HTSA and 2 days will be supporting the CGA Leadership Team.</p> <p>The hours will include a 30 minute lunch break.</p> <p>When directed hours of work extend beyond the agreed times, the academy operates a TOIL policy. This post is Full Time and Term Time Only (TTO).</p>
<b>ACCOUNTABLE TO:</b>	HTSA Executive Board

### POST RESPONSIBILITIES

- Responsibility for managing all Hackney Teaching Schools Alliance (HTSA) events across the alliance.
- Promoting and marketing the HTSA as directed by the HTSA Director.
- Providing an effective administrative service for all Primary programmes.
- Ensuring excellent customer service and quality delivery.
- Being the main point of contact for all queries related to UCAS and Teaching Apprenticeship processes.
- **Contributing to the safeguarding and promotion of the welfare and personal care of children and young people with regard to the Every Child Matters agenda and Child Protection procedures.**

### MAIN DUTIES

- Managing and overseeing all bookings relating to HTSA events across alliance schools from inception to delivery, including but not limited to:
  - Room booking for programmes
  - Overseeing room set up
  - Liaising with host schools
  - Ordering refreshments
  - Evaluating events via market research, obtaining and analyzing feedback.
- Preparing delegate packs and papers including reprographics of resources for conferences as directed by the HTSA Director.

- Having responsibility for the active recruitment of delegates for Professional Learning conferences and workshops through effective communication with HTSA member schools and other stakeholders.
- Ensuring all events comply with Health and Safety and Fire Safety policies and undertaking risk assessments as required.
- A willingness to undertake First Aid training and to administer first aid as required at HTSA events.
- A willingness to undertake Fire Marshall training and to act as a Fire Marshall at events as necessary.
- Working with the HTSA Director to develop events for the target market.
- Working with the HTSA Director to identify and secure speakers and special guests.
- Managing and updating the HTSA website, Social media and other media channels as directed.
- Communicating with key strategic partners and member schools of the HTSA in a professional manner as directed.
- Taking and producing accurate minutes of HTSA meetings.
- Notifying the HTSA Director about Teaching Apprenticeship UCAS applications.
- Liaising with Teaching Apprenticeship applicants regarding interviews.
- Assisting the HTSA Director with the selection process.
- Welcoming and registering candidates for interview.
- Overseeing tasks as part of the selection process.
- Being the main point of contact for finance purposes, liaising with the HTSA Director and School Business Managers regarding invoicing etc.
- Working with the Clapton Girls' Academy finance team to ensure funds are received and distributed to schools.
- Providing administrative support for the NQT appropriate body status.
- Supporting the HTSA Director with the production of reports and returns.
- Producing a variety of word processed documents, PowerPoint presentations and Excel databases.
- Responding to all telephone and email enquiries regarding the HTSA in a timely and professional manner.
- Responding to changing needs, ensuring capacity to deliver high quality provision including school to school support.
- Producing the annual action plan with appropriate Key Performance Indicators (KPI's).
- Evaluating the performance of the alliance in a form that is accessible to and appropriate for a range of audiences, including the NCTL, DfE and Ofsted.

Please note: The duties and responsibilities in this job description are not exhaustive and the postholder may be required to undertake other duties as reasonably assigned by the alliance. Any such duties will not substantially change the general character or grading of the position.

### 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

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	✓	
Experience of working within an educational environment	✓	
Experience of compiling and producing publications,		✓
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 in a busy office environment	✓	
Experience of producing standard reports	✓	
KNOWLEDGE AND SKILLS	ESSENTIAL	DESIRABLE
An excellent knowledge of the Microsoft Office Suite	✓	
The ability to work within 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	✓	
A 'can do' attitude.	✓	
Energy, enthusiasm and commitment.	✓	
Committed to safeguarding and promoting the welfare of children and young people.	✓	
Willing to work flexible hours	✓	

