

# **THE BUCKINGHAM SCHOOL A SPECIALIST SPORTS COLLEGE**



## **MARKETING & COMMUNICATIONS OFFICER**

### **JOB DESCRIPTION & PERSON SPECIFICATION**

<b>GRADE:</b>	Bucks Pay Range 3
<b>HOURS:</b>	37 hours per week, 40 weeks per year - Permanent (Term time, plus 5 Inset Days & one additional week in Summer Holidays)
<b>ACCOUNTABLE TO:</b>	School Business Manager
<b>ACCOUNTABLE FOR:</b>	Marketing, Brand Image, PR & Communications

## OVERVIEW OF ROLE

The Marketing and Communications Officer is responsible for the implementation of a marketing and communications strategy that primarily focuses on maximising recruitment of students to the school, whilst also enhancing the school's relationship with current parents and the wider school community. The role combines both strategic thinking with day-to-day marketing activity. The postholder will deal with students politely and assertively and undertake any additional supervisory duties as directed.

## MAIN DUTIES AND RESPONSIBILITIES:

### Promotion and Advertising

- Develop and implement a dynamic and engaging whole school digital and physical strategy for promotion and advertising
- Develop and implement a social media strategy and manage the school's presence on networking and social media sites
- Engage with the Senior Leadership Team and Academic staff in order to be able to market successfully all aspects of the school's activities
- Maintain and develop the school 'brand' and associated guidelines ensuring consistency across the school
- Working with outside professionals and assume responsibility for the design and production of all printed and digital promotional materials e.g. school prospectus, staff & student planners
- Recommending for approval the design/content of all press advertising – be the point of contact in the school for interests of this nature
- Create and implement an annual schedule of advertisement in line with the school calendar
- Recommending suitable publications in which to advertise to ensure maximum coverage is achieved
- Update external school directories and website listings

### Communications

- Develop and implement a dynamic and accurate content for use on the school website, social media channels and inclusion in regular newsletters
- To co-ordinate photography/video of school activities and events for communication purposes
- Create branded templates in line with 'brand guidelines' ensuring standardisation such as email signatures, visuals, letter head, power points and written communication
- Ensure all marketing and communication activities are aligned with the school's key values and vision
- Ensuring that all school online presence is legal in the widest sense in line with the safeguarding of students and in the interests of data protection (GDPR)

### Events

- Plan and promote all Student Recruitments and Open Events throughout the year, ensuring that the school is promoted and represented at all events of this nature
- Monitor customer experience at these events and formulate strategies to improve moving forward
- To record, analyse and improve attendance at all Student Recruitment, Parents Evening and Open Events
- Arrange internal events at each stage of transition in order to maximise retention of students across the school and Sixth Form
- Contribute to the management of events for existing students and parents to ensure their continued good relationship with the school

## **Public Relations**

- To initiate and foster good links with the local community, working closely with members of staff to ensure that the reputation and perception of the school is maintained and enhanced in the local area
- Maintaining a positive image of the school in the local area/community
- Supporting colleagues in seeking opportunity's to liaise with feeder schools (arranging visits to the school and visits from the schools etc)
- Ensuring prospective parents are invited to Open Days and other public events at the school, promoting events such as concerts, plays, GCSE/A Level results etc
- Periodically monitor pupil/parent satisfaction through the implementation of Focus groups and on line surveys
- Working with the school office, reception and support staff to ensure that all communications with parents are well presented and consistent with the school brand image and guidelines
- Writing of engaging press releases which promote the school and its activities

## **Strategy and Planning**

- Create and implement the whole school marketing strategy
- Assume responsibility for the implementation of all marketing and communications in line with the strategy

## **Market Analysis and Reporting**

- Monitor and reporting on the school's market place, producing regular reports on trends and opportunities as part of the Communications Committee
- Gather market intelligence and analyse results for marketing plans, particularly in relation to admissions, transition and open events

## **The School Brand**

- Act as the 'Brand Guardian' with relation to communications, events and the wider community to ensure that the school's brand remains consistent with the ethos of the school.

## **GENERAL**

- Ensure the website is maintained, updated, undertake periodic audits ensuring compliance in line with DFE guidance
- Work in conjunction with other members of the support staff body, e.g. Admissions Officer ensuring that student recruitment targets are met
- Ensure the upkeep of an accurate record of parental permissions regarding the use of pupil images in promotional materials in line with GDPR
- Be aware of the responsibility of personal health, safety and welfare and that of others who may be affected by your actions or inactions.
- Support the schools implementation of all other current statutory requirement e.g. Child Protection and Safeguarding.
- Participate in new initiatives and futures changes in service delivery improvements to support the objectives of the school.
- To fulfil personal requirements, where appropriate, with regard to school policies and procedures, health, safety and welfare, emergency, evacuation and security.
- To have responsibility for promoting and safeguarding the welfare of all students.
- The school is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. Staff are expected to work positively and inclusively with colleagues and stakeholders so that the school provides a workplace that delivers a service that does not discriminate against people on the ground of their age, sexuality, religion or belief, race, gender or disability.

The post holder must be prepared to carry out additional duties, which may be responsibly be required by the School Business Manager. The duties of this post may vary from time to time, as required by the Headteacher, without changing the general character of the role or the level of responsibility.

This post may be subject to modification or amendment after consultation with the post holder.

**Signed:** \_\_\_\_\_  
Marketing & Communications Officer

**Date:** \_\_\_\_\_

**Signed:** \_\_\_\_\_  
Headteacher

**Date:** \_\_\_\_\_

## PERSON SPECIFICATION - MARKETING & COMMUNICATIONS OFFICER

	Essential	Desirable
<b>Qualifications</b>		
• Degree qualified or equivalent experience within the field of marketing	✓	
• Member of the Chartered Institute of Marketing		✓
<b>Experience &amp; Knowledge</b>		
• Experience in a marketing role and some evidence of professional development within marketing	✓	
• Experienced user of Microsoft Office, word processing, spreadsheet and presentation packages	✓	
• Strong understanding of effective PR and Marketing Communications	✓	
• Up to date knowledge of marketing best practice and an eye for creative marketing opportunities	✓	
• Experience of presenting concepts in new ways and from new perspectives	✓	
• Experienced in using search engine optimisation and social media strategies	✓	
• Experience running successful marketing campaigns	✓	
• Knowledge of school safeguarding and experience of working with children		✓
• Event management experience	✓	
<b>Skills</b>		
• Ability to set and prioritise goals	✓	
• Collaborative approach and genuine team player	✓	
• High standard of literacy and attention to detail	✓	
• Excellent organisational and project management skills	✓	
• Excellent communication skills, including high standards of written communication, grammar and spelling	✓	
• A good team player who has the ability to get on with tasks and achieve results	✓	
• Ability to prioritise work and respond effectively as new projects are introduced	✓	
• Always deliver on schedule and to a high standard	✓	
• Flexible to meet the needs of the school	✓	
• Experience of working with children		✓