| **Job Title:**  Marketing, Communications and Events Officer | **Department: Education** |
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| **Division/Section:**  **Little Ilford School** | **Job Number:** |
| **Grade: SO2**  **Hours:** 36 (or pro rata to be negotiated) **Weeks**: 41 (term time (38 weeks), Inset days (1 week) plus 2 weeks during school holidays) | **Special Conditions of Service:** The postholder may be required to work flexible hours on occasion to accommodate after school or weekend events |

| **EQUALITY AND DIVERSITY** |
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| We are committed to and champion equality and diversity in all aspects of employment with the London Borough of Newham. All employees are expected to understand and promote our Equality and Diversity Policy in the course of their work. |

**Person Reports to:** SLT Line Manager

**Overall Purpose of Job**

* To promote the external reputation of the school locally, regionally and nationally.
* To manage the school website, ensuring that it complies with national legislation and reflects the school’s vision and ethos.
* To develop links with other institutions, networks and community partnerships to enhance the profile of the school and to provide opportunities for our students.
* Coordination of whole school events in liaison with SLT, CTLs and other post holders.
* Ensuring that the Staff Handbook and Policy Handbooks are accurate and up to date.

**Duties and Responsibilities**

This section of the job description intended to be a guide to the range and level of work expected of the postholder. It is not an exhaustive list of all tasks that may fall to the postholder and employees will be expected to carry out such other reasonable duties which may be required from time to time.

To promote the external reputation of the school locally, regionally and nationally through the following means:

* Management of promotional materials, including the school prospectus and community newsletters.
* Seeking, realising and organising media and press opportunities, including the writing of press releases and the use of social media.
* Maintaining, updating and developing signage within and outside the school.
* Creating publicity films for the school that can be placed on the school website, ensuring that permission from parents has been obtained.
* Organising photography at events and managing parental permissions for the use of their child’s image.
* Creating a corporate identity for the school (logos, uniform, powerpoint backgrounds etc.).

To manage the school’s website, ensuring that:

* The website is checked, maintained and updated in liaison with SLT, CTLs, Governors and other post holders.
* The information is accurate, in terms of content, spelling and grammar.
* The website continues to develop in line with the school’s priorities.
* The website complies with all current national legal requirements.

To develop links with other institutions, networks and community partnerships through:

* Liaising with schools and community partners and services to publicise and promote all Manor Park Extended Services to its residents via internal and external media.
* Development of partnerships with specialist industries, Further Education, Higher Education and other providers to support and enhance the curriculum.

Coordination of whole school events in liaison with SLT, CTLs and other post holders:

* Organising and directing activities where students interact with community groups.
* Develop effective publicity strategies that ensure that new initiatives and whole school events are effectively communicated to all stakeholders
* Liaise with the coordinators of other whole school events to ensure that appropriate pre and post publicity is organized.
* Source refreshments for whole school meetings/events, as and when required.
* Attend events which support the development of initiatives and the promotion of the school and community services.
* Be responsible for promoting and safeguarding the welfare of children and young people.
* Undertake other such duties within the competence of the post holder which may be required from time to time.

**Person Specification**

| **IMPORTANT INFORMATION FOR APPLICANTS**  The criteria listed in this Person Specification are all essential to the job. Where the method of assessment is stated to be the Application Form, your application needs to demonstrate clearly and concisely how you meet each of the criteria, even if other methods of assessment are also shown. If you do not address these criteria fully, or if we do not consider that you meet them, you will not be short-listed. Please give specific examples wherever possible. |
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| **CRITERIA** | **REQUIREMENT** | **METHOD OF ASSESSMENT** | **ESSENTIAL / DESIRABLE** |
| --- | --- | --- | --- |
| Qualifications, Education and Training | Educated to a degree level or equivalent experience. | Application form / interview / certificate | E |
| Experience | Experience in marketing, media and communications | Application form / interview | D |
| Successful experience in creating, leading, completing and sustaining projects and systems with measurable outcomes | Application form / interview | D |
| Experience in and/or a commitment to working with young people and the wider community | Application form / interview | E |
| Skills and Abilities | Ability to manage workload effectively and meet challenging deadlines | Application form / interview / reference | E |
| Able to self-reflect and to use this tool to inform practice and development | Application form / interview / reference | E |
| Must be able to promote the life changing opportunities provided by education at Little Ilford School | Application form / interview / reference | E |
| Personal style and behavior | Must be willing to work flexibly, with a problem solving approach – according to the needs of the school | Application form / interview | E |
|  | Must be able to use initiative, be decisive and able to communicate with confidence | Application form / interview | E |
| Must be able to promote the life changing opportunities provided by education at Little Ilford School | Application form / interview | E |
| Knowledge | Working knowledge of web design, desk top publishing and film making software | Application form / interview | E |
| Have an up to date knowledge of marketing and public relations | Application form / interview | E |