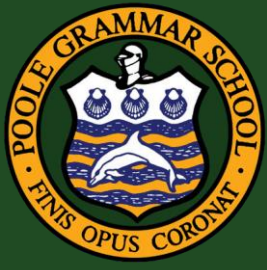


POOLE GRAMMAR SCHOOL



Marketing and Communications Executive

INFORMATION PACK



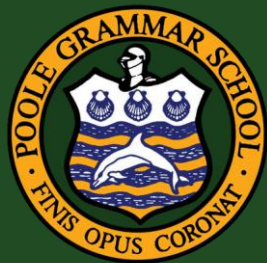
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Job description: Marketing and Communications Executive

Start date:	As soon as possible
Salary grade/range:	Grade D, Points 13 - 18 (£26,873 - £29,269 FTE)
Actual Annual Salary:	£13,021 - £14,182
Hours	20 hours per week, Monday to Friday 10:00am until 14:00pm (start and end times are open to negotiation)
Working weeks:	41 – Term time plus 2 weeks during the school holidays, majority of which to be worked during last few weeks of summer break.
Paid weeks:	46.74 (includes holiday pay)
Responsible to:	Assistant Headteacher / School Business Manager
Responsible for:	Not applicable

Main job purpose

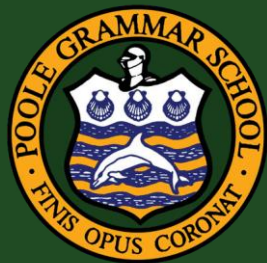
Acting as the brand voice to communicate with students, parents, recruitment and the wider local community. The successful candidate will be a brand ambassador who understands the School's ethos and values and appreciates individual parent and student needs in order to effectively sell the School to prospective families and employees. You will be fully involved in the social media feeds and develop exciting and innovative marketing activity.

Oversee all communications from the School including parent letters, newsletters, social media, advertising.

To be considered for this role you will have experience of working in digital communications and have the ability to work in a fast-paced environment, managing conflicting demands and priorities, and taking initiative.

Main responsibilities and duties

- Write and send out all communications from the school.
- Managing distribution of school communications to parents, carers and other stakeholders.
- Develop, implement and maintain a communications and marketing strategy for the School.
- Work with teams to develop communications plans in support of the School strategy. Develop a programme of upcoming activity and make recommendations to improve communications impact and effectiveness.



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- Provide professional advice and guidance on all aspects of communication policy and practice, co-ordinating the School's internal and external activity.
- Establish working relationships with key contacts, developing appropriate communication links with outside bodies as required.
- Deliver a programme of marketing activity to support student recruitment within the School at both Main School and Sixth Form level.
- Work with the HR manager to develop a marketing strategy for us to be an employer of choice.
- Liaise closely with colleagues to seek out positive news stories, write engaging copy, and deal with media enquiries.
- Deliver high quality communications, ensuring consistency and compliance. Adhering to quality standards, branding, design, accessibility and textual style guidelines.
- Responsibility for managing school photo archives.
- Coordination of school photography and media.
- Responsibility for managing, maintaining and developing school website.
- Undertake a variety of administrative duties as required to support the School's needs.

Supervision and management of people

- Little or no supervisory responsibility other than assisting work familiarisation of peers and new recruits.

Knowledge and skills

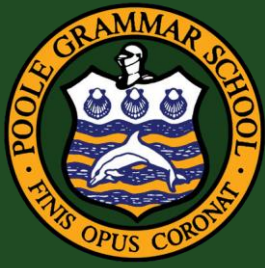
- Excellent and clear written communication skills including significant attention to detail.
- A thorough understanding of data protection, or an ability to develop this knowledge rapidly.
- Good level of knowledge of computer applications including Word, Excel and SIMS or the ability to learn such specific systems.
- Creativity is a key feature of the job.
- Undertake appropriate training in line with identified needs derived from participating in the school's appraisal procedures.

Creativity and innovation

- At busy times, the post holder must be able to prioritise their workload.
- Creativity is a key feature of the job.

Contacts and relationships

- Daily contact with staff, students, parents and visitors to the school.
- Telephone contact with external agencies.



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Resources

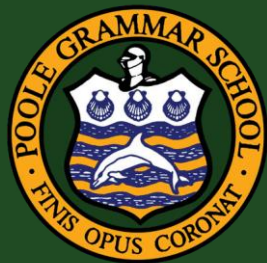
- The post holder will be responsible for the proper use and safekeeping of ICT equipment and sensitive electronic data.

General

- This job description is specific to the post of Marketing and Communications Executive. This job description is current at the date shown but in consultation with you, may be changed by the Headteacher to reflect or anticipate changes in the job commensurate with the job title.

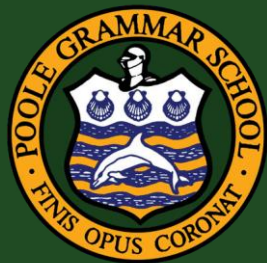
Prepared by: HY/KH

Date: March 2024



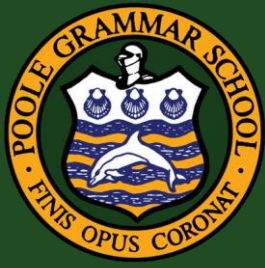
Person specification: Marketing and Communications Executive

ATTRIBUTES	CRITERIA	DESIRABLE/ ESSENTIAL
Experience	<ul style="list-style-type: none"> Substantial experience in a marketing or communications role including experience of digital marketing, website content management and social media. 	Essential
	<ul style="list-style-type: none"> Evidence of developing a corporate identity/brand within industrial, educational or charitable organisations 	Desirable
	<ul style="list-style-type: none"> Self-motivated with an enthusiastic, proactive, flexible and adaptable approach to work. 	Essential
	<ul style="list-style-type: none"> Proven ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people, incorporating excellent writing skills and the ability to tailor communications to target a range of different audiences 	Desirable
Qualifications and training	<ul style="list-style-type: none"> Postgraduate/Professional qualification. 	Desirable
Aptitudes and abilities	<ul style="list-style-type: none"> Computer literate 	All essential
	<ul style="list-style-type: none"> High level of accuracy and attention to detail 	
	<ul style="list-style-type: none"> Good keyboard skills 	
	<ul style="list-style-type: none"> Good organisational and communication skills 	
	<ul style="list-style-type: none"> Ability to work under own initiative 	
	<ul style="list-style-type: none"> Ability to handle confidential information with discretion 	
Knowledge	<ul style="list-style-type: none"> Ability to use office technology and operate telephony system 	Essential
	<ul style="list-style-type: none"> Knowledge of Microsoft Office suite (including Outlook, Word and Excel) 	Essential
	<ul style="list-style-type: none"> Competent in data entry/analysis and reporting requirements 	Essential
	<ul style="list-style-type: none"> Knowledge of or commitment to learning Child Safeguarding procedures 	Essential



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ATTRIBUTES	CRITERIA	DESIRABLE/ ESSENTIAL
Attitude and motivation	• Self-motivated	All essential
	• Team player	
	• Good interpersonal skills	
	• Sense of humour	
Other factors	• Ability to manage and prioritise a busy workload	All essential
	• Willingness to undertake a variety of administrative tasks with accuracy	
	• Commitment to Equal Opportunities	
	• Enhanced DBS check	



Application procedure

Please visit www.poolegrammar.com and complete the online application form. Once submitted, you will receive an acknowledgement email.

CVs will be accepted in addition to the above but will not be accepted on their own.

Online application forms are preferred but a PDF and word version of the application form can be requested from pgshrdept@poolegrammar.com

If you have any questions regarding the application process or have not received your acknowledgment email, please contact the HR Department on the above email address.

Closing date for applications: Friday 12th April 2024

Interview Date: Week beginning 15th April 2024

Poole Grammar School is committed to safeguarding and promoting the welfare of children and young people. All successful applicants will be required to complete an enhanced DBS application. Poole Grammar School also promotes equal opportunities for its workforce.