



JOB DESCRIPTION

Job Title:	Reception/Administration and Marketing Assistant
School:	The Cornerstone Academy
Responsible to:	Office Manager

Main Job Purpose

- 1) General duties for the Main Reception and Student Reception offices, including but not limited to, greeting visitors, directing switchboard calls, responding to enquiries by telephone call or email, signing in and out of visitors/students, etc.
- 2) Provide efficient and effective administrative support to academy staff to ensure the smooth operation of the school offices.
- 3) First line of contact for all marketing and events, including communication with external providers, parents/carers, students and staff where applicable.
- 4) Ensure compliance with United Learning/BCP and other statutory reporting requirements, including undertaking data entry/analysis and recording.

Main Responsibilities and Duties

- 1) Provide a comprehensive administrative service.
- 2) Undertake reception duties with face to face, telephone, radio and email communications.
- 3) Ensure that the school's security and health and safety procedures are adhered to. Ensure visitors sign in and out of the school using the appropriate method, and issue security badges where necessary.
- 4) Develop the school's marketing material in line with United Learning and the school's procedures and under the direction of the Office Manager.
- 5) Coordinate press releases with United Learning Head Office Public Relations Department and the Principal.
- 6) Assist in the production of marketing reports and analysing data, as required.
- 7) Ensure the marketing materials, e.g. prospectus, is available to the relevant stakeholders to required timelines.
- 8) Create, design and update school publicity material, including the academy website working within publicity and presentation guidelines.
- 9) Communicate with United Learning Public Relations department and the staff contributing to the production of marketing material.

- 10) Coordinate the proof reading and authorisation of marketing material and other school communications.
- 11) Coordinate and organise promotional events for the school and the school community, including web-related campaigns, as directed.
- 12) Undertake informative and focused tours for individuals or groups of the academy facilities.
- 13) Social Media:
 - i. Maintain a positive and informative social media presence.
 - ii. Promote social and educational events on social media platforms
 - iii. Ensure all platforms comply with UL policies and are updated regularly
 - iv. Report any issues noted from posts/responses on social media to the Office Manager
- 14) The post holder will be required to have contact with parents/carers on a range of issues and act as a point of first contact for current and prospective parents and carers.
- 15) Comply with all decisions, policies and standing orders of the school, United Learning and BCP; comply with any relevant statutory requirements, including Equal Opportunities legislation, the Health and Safety at Work Act and comply with the General Data Protection Regulations.
- 16) Have a commitment to Safeguarding, to promoting the welfare of children and young people in accordance with the school's and Department of Education agreed policies & procedures.

Other Responsibilities and Duties

- 1) Liaise with the caretaker/site manager to ensure prompt movement of deliveries into the school.
- 2) The post may include collecting and handling cash. Examples are payments for photographs and school trips.
- 3) Undertake such other duties as may be required from time to time commensurate with the level of the post. The particular duties and responsibilities attached to the post may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

Supervision and Management of People

- 1) There is no line management with this role; although it is expected that you will contribute to training and induction of colleagues and new recruits.

Knowledge and Skills

- 1) Ability to multitask and have excellent organisation skills.
- 2) Attention to detail is paramount, complex tasks must be undertaken to a high standard whilst meeting deadlines.
- 3) Excellent communication skills, written and oral, with a clear, calm telephone manner.
- 4) Good customer care skills.
- 5) Good working knowledge of Word, Excel, PowerPoint, Publisher and Management Information System (MIS) in order to use and create documents and provide data. Experience of Canva or Adobe would be advantageous.

- 6) Accurate and timely data entry and administration skills maintained whilst working under pressure.
- 7) The post holder must be proactive, able to work under their own initiative and must have good interpersonal skills.
- 8) At busy times the post holder must be able to prioritise their workload.

Contacts and Relationships

- 1) Daily face to face and telephone/email contact with parents/carers, students, staff, external agencies, contractors and visitors.
- 2) Contacts and relationships are generally not contentious, but outcomes may not be straightforward and may involve identifying details of service need, assessment, and initiating action to provide assistance.
- 3) The post holder must have the ability to deal with a wide range of people and be able to handle their inquiries in a calm, sensitive and confidential manner and in a way which supports the ethos of the school.

Decision making

- 1) Work is carried out within clearly defined rules, policies, processes and procedures.

Resources

- 1) The post holder will be responsible for the proper use and safekeeping of ICT equipment and sensitive electronic data.
- 2) The post holder will be responsible for the accurate handling and security of cash, cheques and other financial resources. This includes the franking machine and distribution of Free School Meal Vouchers when appropriate.

Work Environment

- 1) This role is based in a busy office/reception and requires a flexible approach to tasks whilst considering priorities and deadlines.
- 2) This role will frequently take the post holder out of the office, e.g. photographing events, delivering tours. Good planning and communication with the rest of the office team is paramount.
- 3) A flexible approach to working hours is required as the post holder is required at some events.
- 4) Work requiring normal physical effort and is performed in a heated, bright and ventilated indoor environment.
- 5) Work potentially involves some limited risk to personal safety/injury.

Prepared by: The Cornerstone Academy

July 2026

PERSON SPECIFICATION

Job Title:	Reception/Administration & Marketing Assistant
School:	The Cornerstone Academy

ATTRIBUTES	CRITERIA	METHOD OF ASSESSMENT
Experience	• Experience of working in an educational environment, preferred • Marketing or similar background, advantageous but not essential • Creative and proactive • Ability to work to strict deadlines • Good communication and teamworking skills • Excellent IT skills • Problem solving	Application form Interview References Practical assessment
Qualifications & Training	• 5 GCSE's with a minimum grade C or above in English and Mathematics, or equivalent qualifications or relevant experience	Application form Certificates Interview
Aptitudes & Abilities	• Excellent inter-personal skills • Strong organisational skills • Ability to handle confidential information with discretion	Application form Interview References
Knowledge	• Strong IT, administration and office systems in a proven work environment	Application form Interview References
Attitude / Motivation	• Self-motivated, flexible and open to change	Application form Interview References
Other Factors	• Commitment to Equal Opportunities • Enhanced DBS check	Application form Interview References DBS process