

JOB DESCRIPTION: COMMUNICATIONS OFFICER

Witham Hall School Trust is committed to safeguarding and promoting the welfare of children and young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with current and previous employers and the Disclosure and Barring Service (DBS).

Scope & General Purpose:	To work in partnership with the Director of External Relations to fulfil the day-to day implementation of the School's External Relations Strategy.
Responsible to:	Director of External Relations
Responsible for:	N/A
Hours of work:	<p>0.8 Full-time equivalent, days and times to be confirmed in discussion with the successful candidate (<i>i.e.</i> could be worked 5 shorter days Monday to Friday, or 4 full days; all generally between the hours of 8.15am and 5.15pm, with some flexibility).</p> <p>School term-time only (which varies but is approximately 33 weeks a year) to include working days prior to the return of pupils (commonly known as Inset days) plus an additional five weeks worked during School Holiday time, scheduled as work requires.</p>
Annual Leave:	28 days <i>pro rata</i> (including statutory public holidays for England and Wales <i>pro rata</i>) to be taken during School Holidays.
Salary:	Competitive; <i>pro rata</i> ; dependent on experience.
Commencement Date:	April 2022
Notice Period:	One full school term

Overview

The purpose of this role is to assist with the implementation of Witham Hall's External Relations Strategy in conjunction with the Director of External Relations, spanning the marketing, development, alumni relations and admissions functions of the School.

The Communications Officer is required to work the core hours during term time, though flexibility on a mutually agreed basis is easily foreseeable. In addition, there will be *ad hoc* hours required during school holiday time, for instance posting on social media, amending the website, liaising with printers, designers, agencies, compiling materials and/or any other work deemed necessary to be completed before the start of term which may be variable, according to need.

Key Tasks

- Implementation of Communications Strategy in conjunction with the Director of External Relations for all audiences by producing, sourcing and writing content for:
 - Social media (Instagram, Facebook, Twitter and LinkedIn)
 - Website content management
 - Digital termly newsletters
 - Printed publications and mailings
- Advertising management, both digital and print, in consultation with the Director of External Relations
- Event management for alumni, admissions, parent and other events in partnership with relevant members of staff (*i.e.* Registrar, Heads of Department, *etc.*)
- Press and advertorial content – manage, research and widen potential press coverage including school guides, local press, national publications, parish council magazines, *etc.*
- Support with implementation of Alumni Relations and Development programmes:
 - Updating and administration for the External Relations CRM (*e.g.* eTapestry)
 - Managing alumni-centred content across communications strategy
 - Recruit and liaise with year group representatives to expand alumni database
- Active member of a busy front office team helping to answer phones, manage deliveries, welcome guests, *etc.*

Knowledge, Skills and Experience Required

Essential

The successful candidate will have:

- A strong interest in and understanding of marketing and communications with a high-level knowledge of social media platforms.
- Excellent written and verbal communication skills.
- Meticulous attention to detail and accuracy with an ability to proof-read
- A creative flair with the ability to write eye-catching copy, and capture good photographic evidence.
- Adept with use of a camera phone and preferably other photographic equipment.
- IT savvy and competent with Microsoft 365 software.
- Approachable, warm and engaging manner, with confidence to build relationships with colleagues, children and their families.
- A flexible team-player with experience of working in a busy office environment, with a sense of humour and a positive attitude.
- Ability to prioritise workload, see a task through to completion and work independently.
- Discreet and respectful of confidential information

Desirable

The successful candidate would ideally possess some or all of the following:

- Knowledge of Adobe design packages and a creative flair for design.
- Experience managing and running digital advertising activity.

- Experience with CRM systems and/or databases.
- A knowledge of the independent education sector.
- Experience of marketing, admissions and/or development.

Note

This Job Description gives a basic outline of the role and does not claim to be comprehensive. All members of staff are expected to play a full role in the life of the School as may be reasonably required of their position. Any role at the School can develop over time as appropriate. This Job Description is not contractual and therefore subject to change.