



JOB DESCRIPTION

JOB TITLE: Marketing and Events Officer

REPORTS TO: Business Manager

SALARY: Grade 13 [6-11] FTE £25,989 - £28,142 Actual Salary £21,685

WORKING HOURS: Monday to Thursday 8.00am-4.00pm, Friday 8.00am-3.30pm (less 30-minute lunch break), term time plus inset days if required.

PAID WEEKS: Less than 5 Years: 43,5069 weeks (including statutory holiday entitlement)

More than 5 Years: 44.0877 weeks (including statutory holiday entitlement)

MAIN PURPOSE OF JOB

To ensure the safeguarding of students and make a significant contribution to their efforts to both 'enjoy and achieve'.

The Events and Marketing Officer will play a key role in promoting the school's values, achievements and events to students, parents, staff and the wider community. The role involves developing engaging marketing and communication materials, managing the school's social media presence, and supporting the planning and delivery of school events throughout the academic year.

MAIN RESPONSIBILITIES AND DUTIES

Marketing & Communications

- Create, design and distribute regular school bulletins and newsletters.
- Produce clear, engaging marketing materials including prospectus, posters, flyers, presentations and adverts.
- Ensure all communications reflect the school's brand, ethos and tone of voice.
- Support the promotion of key school messages, achievements and initiatives.
- Maintain and update website content in line with school priorities.
- Support parental communications using the school's MIS.

Social Media Management

- Manage the school's social media platforms (e.g. Facebook, Instagram).
- Plan and schedule posts that promote school life, trips, events and successes.
- Monitor engagement and respond appropriately to messages and comments in line with school policies.
- Ensure safeguarding, data protection and consent requirements are followed at all times.

Event Planning & Delivery

- Assist with the planning, promotion and delivery of school events, including open evenings, award ceremonies, charity fundraisers and parents evenings.
- Support event logistics such as invitations, programmes, signage and communications.
- Work on event promotion before and after events, including photos, write-ups and social media content.
- Provide on-the-day support to ensure events run smoothly.

Certificates & Recognition

- Design and prepare termly certificates and awards for students.
- Liaise with colleagues to ensure accuracy and deadlines are met.
- Maintain templates for recurring certificates and awards.

Other Duties and Responsibilities

- Liaise with the reprographics department to ensure the correct materials are prepared and supplied for printing within agreed timescales.
- Work collaboratively with staff across the school to support communication needs.
- Uphold the school's policies, including safeguarding, GDPR and health & safety.
- Support other administrative or marketing tasks as required to meet school priorities.
- You may be required to complete any other reasonable duties as directed by your Line Manager / Headteacher within the responsibilities / grade of the post.

PERSON SPECIFICATION

Essential

- Excellent written and verbal communication skills.
- Strong organisational skills with exceptional attention to detail.
- Confidence using digital tools, including email platforms and social media.
- Ability to manage multiple tasks and deadlines in a busy school environment.
- A positive, flexible and professional approach to working with staff, students and parents.

Desirable

- Experience in marketing, communications or events (preferably within an education setting).
- Graphic design or content creation skills (e.g. Quark, Adobe, or similar).
- Website or content management experience.
- Understanding of safeguarding and data protection in schools.

CONTACTS AND RELATIONSHIPS

Liaises proactively and positively with students, colleagues, Senior Leaders and other stakeholders, including trustees, parents / guardians, visitors, volunteers, local schools and colleges, promoting the school in a positive light and secure the best outcomes for the students of the school.

Read and understand key documents & policies: **Child Protection & Safeguarding Policy, Keeping Children Safe in Education, Staff Code of Conduct, IT Acceptable Use Policy, and the Data Protection Policy**, ensuring that procedures are adhered to.

Agreed that the Job Description is a fair and accurate statement of the requirements of the job:

Job Holder.....

Date: