



Job Description – Communications Officer

Aim: Under the direction of The Director of Development and Communications, the Communications Officer will contribute substantially to enhancing the School's external relations, fundraising and marketing activities. The School's prestigious reputation is of overriding importance and the coordination of all material must reflect this.

Reports to: Director of Development and Communications

Hours: 37.5 hours per week, 52 weeks per year

Areas of Responsibility:

- Collate and write content for digital and hard copy publications, newsletters and blogs.
- Manage and develop the School's social media accounts.
- Manage and regularly update the School's website content and latest news.
- Act as a brand guardian and ensure the brand guidelines are implemented across the School.
- Record media coverage of School events and features.
- Write thought pieces for the School.
- Write and issue press releases.
- Organise and lead photo shoots.
- Maintain a photograph repository for the School.
- Work with the Development Department to produce campaign and fundraising literature and bulletins.
- Work with the Admissions Team to produce marketing collateral, registrations forms, pupil guides etc.
- Work with the Commercial Manager to produce publications to support lettings.
- Work with the School Shop Manager to produce gift booklets, order forms etc.
- Work with ELT and the HR Team to produce recruitment information and handbooks.
- Work with the Operations team to produce advertisements, invitations, programmes etc.
- Further the School's ability to communicate with parents and alumnae by understanding and following the trends in social/marketing tools and other forms of e-communication.
- Liaise with design agencies and other external suppliers.
- Any other activity to support the work of the Communications and Development Department.

Person Specification:

Desired Skills:

Specialist Knowledge and Experience

- Excellent knowledge of e-marketing and the ability to drive forward technology, using this to its best possible advantage for the School.
- Proficiency in computer skills and good knowledge of systems, particularly the fundamentals of content management systems.
- Ability to use software tools such as Photoshop.

Communication

- Experience of communicating confidently and effectively at all levels, both verbally and in writing, adapting style to suit the audience. Able to maintain confidentiality.

Organisation

- Ability to remain calm under pressure, organise time effectively, creating work schedules, prioritising workload and meeting deadlines.

Interpersonal Skills

- Is empathetic towards others.
- Proven ability to develop effective and supportive relationships with staff, parents and pupils.
- Is considerate towards others and creates a sense of team spirit.

Flexibility

- Successfully adapts to changing demands and conditions.

Special conditions

- Appointment is subject to an Enhanced Disclosure & Barring check

Child Protection Statement:

The posts holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school s/he must report any concerns to the School's Designated Lead for Safeguarding or to the Headmistress.

The School Values of Mutual Respect, Encouragement and Trust (MET) should be followed to enhance working relationships and to benefit the whole School community.