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**JOB DESCRIPTION**

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| Job Title: | | Marketing & Communications Officer | Department/Group: | Trust Central Team |
| Level/Salary Range: | | Grade F SCP 17 - 23 | Reporting to: | Director of People |
| Contract term: | | Permanent  All year round | Hours per week: | 37 |
| Vision Statement | | | | |
| *“To allow all children to experience ‘life in all its fullness’, no matter what their starting point” by:*   * Offering a high quality, inclusive and distinctive education * A caring and nurturing environment based on our Christian values * Recognising the unique nature of each child. | | | | |
| Main Objectives of Role: | | | | |
| * To develop and actively support internal and external marketing and communication within the Trust and its Schools, and to raise The Bishop Fraser Trust profile with staff, pupils, other stakeholders and public audiences. * To play an important role in building and sustaining a coherent identity for the Trust and its Schools, communicating our stories and successes to various audiences across a wide variety of media. * To help achieve this you will manage relationships with key suppliers, including designers, printers and web developers, to ensure value for money and the highest of standards are met. | | | | |
| Job Description: | | | | |
| **Key Responsibilities & Accountabilities**   * Ensure all communication, marketing, customer and stakeholder-facing collateral across the Trust is consistent with and supports the brand strategy. * Draft and deliver high quality and engaging communications, both print and online, including new stories, features, social media and newsletters. * Support the development of the Trust’s digital profile, across websites, social media and email marketing, working with schools to deliver local-level impact. * Manage and develop school websites, including the creation, upkeep and management of content. Ensuring that content is appropriate for intended audiences and effective oversight of all page owners / editors and their contributions to sites. * Support and mentor staff within the schools who have web content responsibility. * Support with website accessibility and GDPR compliance in School communications activities, including utilising and advocating appropriate platforms and formats for internal and external audiences. * Proactive in raising the Trust and its Schools social media profile, recognising collaborations, partnerships, promotional opportunities and disseminating information effectively. * Procuring the Trust’s marketing collateral, ensuring value for money. * Develop individual communications plans for schools and being responsible for their full implementation. * Act as the guardian of the brand, delivering clear guidance for use of the brand as well as templates to be followed. * Provide advice and guidance to individual schools on their communications collateral, newsletters, prospectuses, adverts etc., and working with schools to develop and produce them. * Deliver a wide range of marketing communications activities that influence, engage and change behaviours. * Carry out a range of other communication tasks to raise the profile of the Trust and its schools. * Monitoring the impact of marketing communications activities, in-line with the objectives set. * Develop individual communications plans for schools and be responsible for their full implementation. * Lead the production of high-quality video, photography and graphic design materials to support the Trust's digital marketing and communications strategy.  Ensure content is aligned with the Trust's branding and conveys key messages effectively to a variety of audiences. * Develop and execute visually focused social media campaigns across platforms including Instagram, LinkedIn, TikTok and YouTube.  Monitor and evaluate campaign effectiveness to maximise engagement and ensure alignment with Trust objectives. * Shift focus from traditional print materials to digital-first communications.  Prioritise the creation of digital marketing materials such as video content, imagery, and infographics, ensuring consistency and quality across all Trust communication channels. * Lead in-house production of marketing materials, including videos, photography and graphics.  Collaborate with internal teams to streamline the creative process and maintain high standards. * Focus on creating and publishing multimedia content across Trust and school websites.  Oversee the visual and creative aspects of the sites whilst ensuring al content is optimised for the intended audience and adheres to the Trust's branding guidelines. * Capture and promote events through multimedia coverage. Lead the production of video content and live streaming for key Trust and school events, ensuring high levels of engagement. * Ensure that all web and digital content are effectively optimised for search engine performance. This includes keyword integration, meta descriptions, and ensuring content meets SEO best practices.   **General**   * To undertake such other duties related to the work of the department appropriate to the post, as may be assigned. * To fulfil personal requirements, where appropriate, with regard to Trust policies and procedures, health, safety and welfare, emergency, evacuation and security. * To engage in relevant continuous professional development. * To take responsibility for promoting and safeguarding the welfare of students in the Trust’s schools. * To work flexibly in the interests of the service. This may include undertaking other duties provided that these are appropriate to the employee’s background, skills and abilities | | | | |
| Safer Recruitment Statement | | | | |
| The Bishop Fraser Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. | | | | |
| All staff employed by the Bishop Fraser Trust are expected to: | | | | |
| * uphold and promote the Trust’s vision * uphold and promote the Christian ethos of all schools in the Trust * support and contribute to the achievement of all students academically and pastorally * support and contribute to the Trust’s responsibility for safeguarding all students * undertake professional training to enhance personal development and job performance; * Comply with all Trust and individual school policies and procedures including safeguarding, child protection, health, safety and security, confidentiality and data protection * maintain high professional standards of attendance, punctuality, appearance, conduct and positive relationships with all pupils, parents/carers, colleagues, governors, trustees and members; treating everyone with dignity and respect * share best practice, expertise and skills with others * Seek to be positive and build up the common good through their own individual contribution to the life of their school * Offer ideas and suggestions for making things better * Engage actively in the appraisal and performance review process * Seek to develop a better work/life balance * Appreciate that whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified in this job description * Work within the Trust and individual school’s Health & Safety Policies to ensure a safe working environment for all staff and pupils. * Follow any reasonable request from the Headteacher or SLT to undertake work of a similar level that is not specified in this job description. * Be courteous to colleagues and provide a welcoming environment to visitors and telephone callers. * Promote equality and celebrate diversity, seeking to reduce disadvantage, and to encourage aspirations and participation from people who might not otherwise join in.   This job description is current at the date shown, but following consultation with you, may be changed by the Head of HR to reflect or anticipate changes in the job which are commensurate with the salary and job title. It allocates duties and responsibilities but does not direct the amount of time to be spent on carrying them out. The above responsibilities are subject to the general duties and responsibilities contained in the statement of conditions of employment. | | | | |
| Last Updated: | October 2024 | | | |



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**PERSON SPECIFICATION**

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| **Categories** | **Essential / Desirable** |
| **QUALIFICATIONS** |  |
| Educated to degree level or equivalent. | E |
| **EXPERIENCE** |  |
| Considerable successful experience in a broad-ranging marketing or communications position with demonstrable expertise in delivering marketing and communications activities, either in-house or at an agency. | E |
| Good working knowledge of all communications disciplines, including social and digital media, and their use as part of an integrated communication strategy. | E |
| Outstanding copywriting skills and the ability to write a wide range of compelling, accurate and engaging copy on and offline. | E |
| Proven ability in using web analytics tool and how to use this data to improve communications. | E |
| Experience in successfully managing a significant workload including multiple projects and working to tight deadlines. | E |
| Experience managing external agencies and working within brand guidelines, acting as a brand guardian for any communications activity. | E |
| Experience in aspects of media, public relations or communications. | E |
| Experience of using a variety of communication channels and proven ability to provide advice on the most appropriate channels depending on context & user need. | E |
| Demonstrate strong experience and skills in video production, photography & graphic design. Proficiency in using tools such as Adobe Creative Suite or similar is essential. | E |
| **ABILITIES, SKILLS & KNOWLEDGE** |  |
| Up to date knowledge of the marketing mix, including demonstrable experience of delivering branding, marketing, collateral and digital marketing communications projects. | E |
| Excellent proof-reading skills with strong attention to detail. | E |
| Strong ICT skills and digital marketing experience. | E |

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| **Categories** | **Essential / Desirable** |
| Ability to manage multiple work streams independently. | E |
| Ability to produce high quality accurate work within tight timescales. | E |
| Excellent time management and organisational skills, able to manage own workload and prioritise tasks in a busy work environment. | E |
| Ability to work in a fast paced, deadline driven environment. | E |
| Ability to create compelling and innovative visual content that enhances the Trust’s messaging and effectively engages key audiences across a variety of digital platforms. | E |
| In-depth knowledge of trends in visual story-telling across platforms including Instagram, LinkedIn, TikTok and YouTube. Experience in creating engaging content that increases audience engagement and drives results. | E |
| **PERSONAL & LEADERSHIP QUALITITIES** |  |
| Excellent interpersonal skills and networking skills with the ability to communicate with a wide variety of stakeholders, including internal and external colleagues, students and stakeholders and to build strong working relationships. | E |
| A clear communicator with a diverse client group – adults and young people. | E |
| Customer focussed and committed to the delivery of excellent customer service. | E |
| Flexible, adaptable to leading change, efficient and highly organised. | E |
| Sensitivity and awareness of confidentiality requirements. | E |
| Excellent written and oral communication skills, highly proficient in spoken and written English with evidence of conveying messages clearly, concisely and accurately. | E |
| Accurate and methodical approach to work with a keen eye for detail. | E |
| Proven planning and organisational skills and an ability to take initiative. | E |
| Ability to work as part of a team, working towards team goals and establishing effective working relationships within a team. | E |
| Ability to engage positively in relation to feedback; self-reflective and committed to continuous development. | E |
| Highly motivated with the drive and determination to succeed. | E |
| Enthusiasm about emerging technology and innovation. Practical with high integrity, honesty and ethical standards. | E |
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| **ADDITIONAL REQUIREMENTS**  Full, clean driving licence. | E |

