

Post	Media and Communications Officer
Salary & Hours	Scale PO1 / 36 hours per week, 52 working weeks
Accountable to	Director Finance & Operations
Line manager of	Not applicable

Overall purpose of the job

The Media and Communications Officer will be responsible for all aspects of the school's communications strategy, brand management, publications and marketing. The successful candidate will help promote and enhance Highgate Wood School by effectively managing the website, media relations and coordinating marketing strategies locally and nationally. They will carry out work ranging from proactive and reactive media relations, creating digital content, newsletters, literature, letters and press releases.

Duties and responsibilities

- Ensuring that all media and communications promote the values and successes of Highgate Wood School.
- Contribute to the development of the website as a multimedia gateway to the school.
- To manage and maintain the school website and keep all content up to date and relevant.
- To monitor, report and advise on the use of the website using appropriate analytics.
- To create high-quality content, working with school staff, external designers and agencies as required.
- To be responsible for the school prospectus, newsletters, publications and other media and the disseminating of news and information to all stakeholders.
- To proactively manage and lead the school's presence on social media platforms, including Twitter and LinkedIn, ensuring accuracy and relevance.
- To actively seek out stories and photographic opportunities through developing relationships with departments and by going out and around the school and seeking out items of interest.
- Keep up to date with advances in social media technology.
- Monitor the media, online and offline, maximising opportunities for positive PR.
- To ensure the internal communications messaging and branding is consistent across platforms and in line with external communication messaging.
- To work closely with all school teams and departments, helping them celebrate the work they do.
- To promote the school by developing, implementing and managing cost effective marketing strategies which ensure a positive image is projected.
- To produce and arrange distribution of publicity materials for events such as open evening and any other school events.
- To record and analyse statistics relating to the reach and effectiveness of communications.
- Maintain security control-user access.

- Be committed to safeguarding and promoting the welfare of children and young people and to follow the relevant policies and procedures.
- Uphold the schools' behaviour rules and staff code of conduct.
- Follow the school's health and safety requirements.
- Contribute to the maintenance of a caring and stimulating environment for young people.
- Always act in accordance with the statutory frameworks that set out how the school must operate.
- Carry out any other reasonable duties within the scope of the post as directed by the Headteacher or other senior manager.

Date of issue:

Signature of Post holder:

Signature of Headteacher:

PERSON SPECIFICATION

Media & Communications Officer

The successful candidate will share a commitment to:

- Our core values and our ethos
- A belief that every student can achieve irrespective of starting point or circumstance.
- Working with staff and all other stakeholders in a collaborative way.
- The best interests of students in all decisions made.

Education

Essential	Desirable
Educated to degree level or have other relevant experience of media and or communications	Post graduate qualification

Experience

Essential	Desirable
<p>A strong communicator with excellent spoken and written English.</p> <p>Excellent organisational skills with accuracy and an eye for detail</p> <p>The ability to think creatively and look at problems from a new perspective.</p> <p>The ability to relate to people of all ages and backgrounds.</p> <p>Proficiency in digital communications, traditional media and customer relations</p> <p>Highly motivated and resilient with a positive and proactive approach</p> <p>Experience of customer-data analysis and how to translate that into effective communications.</p> <p>Ability to thrive in a high workload environment, often to tight deadlines.</p> <p>An eye for creative marketing opportunities and a flair for content creation.</p>	<p>Experience of working in an education environment</p>

Job related knowledge, aptitude and skills.

Essential	Desirable
<p>Excellent knowledge and experience of website design and maintenance, particularly Wordpress.</p> <p>The ability to work independently and to see things through, dealing positively with any setbacks.</p> <p>A well-developed sense of ownership and responsibility for one's work.</p> <p>Ability to resolve problems and find best solutions in media and comms.</p> <p>Ability to plan and prioritise own work.</p> <p>Ability to adapt to changes in technology.</p> <p>Ability to learn software and other technologies quickly and independently.</p> <p>Ability to self-evaluate and actively seek opportunity for improvement.</p> <p>Excellent communication skills, both written and oral, to facilitate information exchange.</p> <p>Ability to respond to rapidly changing priorities and demands at peak times of the year.</p>	

Personal Qualities

Essential	Desirable
<p>Enthusiastic and hard-working</p> <p>Resilience and perseverance</p> <p>An excellent communicator and ability to work collaboratively and independently.</p> <p>Friendly and patient manner.</p> <p>Have an interest in education</p>	

Highgate Wood School is committed to safeguarding the welfare of children; therefore, the successful candidate will be required to undergo an Enhanced DBS check.