



YSGOL ABERCONWY

JOB DESCRIPTION

POST: Communications and Marketing Officer
SALARY RANGE: G03
REPORTING TO: Assistant Headteacher

JOB PURPOSE

- To maintain the school website ensuring effective use of new technologies on an ongoing basis.
- To provide guidance and support to staff in order to maximise the effective usage of the website.
- To develop and maintain the school intranet and social media presence.
- Under the instruction/guidance of senior staff, be responsible for organising and updating internal and external communication processes within the school.
- Assist with the planning and development of communication processes.
- Ensure the school is able to communicate and publicise its information and achievements to a wide range of audiences.
- Design and produce official school publications (e.g. prospectuses), advertising features, stationery, etc.

DUTIES AND RESPONSIBILITIES – JOB SPECIFIC

- Contribute to the planning, development and organisation of communication systems/procedures/policies.
- Advise on making effective use of future website developments.
- Ensure the school's communication portals are complete and up to date including the website, intranet, display screens, newsletters and bulletins.
- Operate relevant equipment, ICT and AV packages.
- Undertake associated typing and word processing and IT-based tasks.
- Undertake regular checks of the school display boards and report on action required.
- Monitor and manage associated resources within an agreed budget, cataloguing resources and undertaking audits as required.
- Provide appropriate advice and guidance to staff, pupils and others.
- Undertake research and obtain information to inform decisions.
- Assist with procurement and sponsorship.
- Assist with marketing and promotion of the school.
- Ensure the reception area is appropriately equipped to provide a welcoming entrance to the school.

DUTIES AND RESPONSIBILITIES – WHOLE SCHOOL

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Be aware of and support difference and ensure equal opportunities for all.
- Contribute to the overall ethos/work/aims of the school including school duties.
- Appreciate and support the role of other professionals.
- Attend and participate in relevant meetings as required.
- Participate in training and other learning activities and performance development as required.
- To invigilate internal and external examinations when required.
- Implement planned supervision of students in and out of school hours including before and after school, and lunchtimes within the guidelines established by the school.
- Employees will be required to give certain information relating to themselves in order that the Authority may properly carry out its duties, rights and obligations as an employer. The Authority will process and control such data principally for personnel, administrative and payroll purposes.
- As a term of your employment and in order to maintain effective school operations, you may be required to undertake any other reasonable task, commensurate with your grade, as determined by your Line Manager or the Head Teacher.

REVIEW DATE/RIGHT TO VARY

This job description is not intended to be an exhaustive list of duties. Ysgol Aberconwy reserves the right, after appropriate consultation with you, to vary your duties and responsibilities within the parameters of your grade and occupational competence in order to respond to changes in the needs of the school.

Signed by:
Employee's Name and Signature

Date:

Approved by
Head Teacher :

Date:

PERSON SPECIFICATION

Factor	Requirements	How Identified	Rank E – Essential A – Advantageous D – Desirable
Knowledge and skills	Knowledge and experience of use of social media.	AF/I/R	E
	Thorough knowledge of Microsoft Office applications	AF/I/R	E
	Experience of communicating and developing a rapport with staff, at all levels, and stakeholders using a variety of media.	AF/I	E
	Excellent communication skills in both written and spoken English with a high degree of accuracy.	AF/I	E
	Knowledge of the procedures and working practices of the Press and advertising sectors and of Press/commercial photography.	AF/I/R	D
	A commitment to keep knowledge and skills current.	AF/I	E
	Ability to organise and plan own workload and to anticipate future requirements	AF/I	E
	Ability to work under pressure in a dynamic office environment, adhere to deadlines and autonomously manage conflicting priorities.	AF/I	E
	Fluency in the Welsh language.	AF/I	D
Creativity & Innovation	Ability to be creative and innovative	AF/I	E
	Ability to understand and deal with a range of briefs covering various aspects of the school's work.	AF/I	E
	Ability to organise workload within a dynamic environment and to respond immediately and effectively to unexpected needs and requirements.	AF/I	E
	Ability to research pathways for future development and marketing opportunities.	AF/I	E
Contacts & Relationships	Ability to integrate into and work effectively within a variety of team environments.	AF/I	E
	Ability to communicate with pupils effectively.	AF/I	E
	Ability to provide expert advice and guidance to SLT, presenting unfamiliar technical concepts sensitively and supportively.	AF/I	A
Decisions	Awareness of the possible impact and implications for the school of any publicity material or communication.	AF/I	E
	Ability to make autonomous decisions in the execution and auditing of technical tasks on a continual basis	AF/I	E
Resources	Responsibility for official school photographic equipment.	I	E
Work Demands	Ability to respond effectively to regular or frequent interruptions, immediately adapt programme of tasks accordingly and to deal with any conflicting priorities that may arise.	AF/I	E
Physical Demands	Ability to cope with a high level of computer system use.	AF/I	E

AF: Application Form

I: Interview

R: Reference

V: Verification