

St Aidan's Church of England High School

Marketing and Communications Manager

Job Description

The Governors of St Aidan's Church of England High School are seeking to appoint an appropriately skilled person to coordinate and lead on all issues relating to the marketing and communications of St Aidan's Church of England High School, the Associated Sixth Form of St Aidan's Church of England High School and St John Fisher Catholic High School, YCST and YSA.

The successful candidate will be responsible to the Senior Leadership Team and would be expected to take responsibility for:

Job Description:

1. Strategic marketing of the school and the associated partners
2. Promote the unique character, culture and identity of the School and Trust
3. Establish coordination and implement brand protocols and policies relating to:
 - a) Press releases and links with local and social media
 - b) Use of social media i.e. Facebook, Instagram and Twitter
 - c) School prospectuses
 - d) Any other booklets which are used in promotion of the school and partner organisations
 - e) Internal communications
 - f) Working with stakeholders to identify and enhance effective PR opportunities and positive news stories
4. To be responsible for all contacts with local media and drafting of press releases
5. Develop, manage and monitor the School and partners' social media
6. Advise the line manager, the leadership team and ultimately the governors on the direction of issues relating to the marketing of the school and its partners.
7. Input into marketing led activities; Open days, videos, taster days, sixth form recruitment etc.
8. Enhance the alumni representation and innovate to increase alumni following within School, maintaining records of membership

9. Website page ownership; control the website aesthetics and inputting/updating of information required for the School website
10. Input School information onto website ie menus, trips, Sixth Form, calendar, staff vacancies, artwork changes and review/update regularly
11. In conjunction with relevant staff/SLT, produce and proof read Main School and Sixth Form prospectus in addition to other booklets (ie KS4 courses) and liaise with Designers
12. Compile and send Yr11 Handbook to Designers and produce Y11 Powerpoint for Y11 Presentation
13. Support and promote the Yorkshire Causeway Trust with articles and news
14. Undertake monthly communication to engage staff, parents and students on school life and extra-curricular activities
15. Identify students for photograph consent and suitability

Person Specification

To be able to undertake the duties in the job description, applicants should possess the following knowledge and skills:

Essential

- Previous experience in a marketing role
- Highly motivated and a creative and innovative thinker
- The ability to engage well with all stakeholders
- The ability to use own initiative and demonstrate flexible approach
- Strong command of English, both written and verbal
- Excellent interpersonal skills both in working relationships with young people and staff, and in forming effective professional relationships with a wide range of contacts including web developers and local media
- Excellent organisational and time management skills
- The ability to control a Marketing budget to achieve desired outcomes, considering best value for money for the School and its Stakeholders
- Flexible working to meet the differing needs of the job role
- Adaptable in the face of change
- Pro-active in seeking opportunities to promote the School and Trust partners
- IT and Social Media experience, especially Facebook and Instagram
- The capability to remain calm under pressure

Desirable

- Competent in Adobe Design Software
- Have a Marketing degree or other relevant qualification