

Job Description- Marketing and Communications Officer

Post Title	Marketing and Communications Officer
Salary Grade	N5
Job Evaluation Code	A4651
Reporting To	Trust Governance Professional
Working With	Senior Leadership Team

Job Purpose (including main duties and responsibilities)

To undertake communications and marketing activities under the overall direction of the Trust Governance Professional and in consultation with the Chief Executive Officer.

Main Duties:

- The following is typical of the duties expected. It is not necessarily exhaustive and other duties of a similar nature and level may be required from time to time.
- The Marketing and Communications function sits within the Governance and Marketing Team, led by the Governance Professional, reporting directly to the CEO.

Content Creation

- To actively encourage staff in schools within the Trust to positively promote the work they are doing within their schools in the News sections of their websites and across social media
- To add news story content to the Trust and school websites and social media channels
- To keep abreast of key dates of events nationally, eg Autism Awareness Week, World Book Day and prompt key staff in the trust and the schools to maximise content creation and positive publicity opportunities on the websites and social media
- To identify news stories that could be used as press releases and circulate these to the local media

Websites

- To provide Headteachers with monthly insight reporting for their website and highlight positives and areas for improvement
- To assist the Marketing Consultant with the annual website reviews of each school website in line with DfE guidelines
- To ensure the Trust and school websites are regularly updated and compliant in terms of governance information and policies, in line with DfE guidelines
- To provide school admin staff with training on the website content management system to enable them to add calendar events, letters home and announcements

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Marketing Collateral

- To co-ordinate photography and filming for specific campaigns
- To produce or co-ordinate the production of marketing collateral as required
- To act as a brand guardian, to ensure that marketing collateral is in line with the Trust/school brand guidelines

Staff Hub

- To proactively identify and pull together news stories for the Trust Staff Hub SharePoint site
- To co-ordinate an annual review of the content on the Trust Staff Hub and proactively look to constantly improve this resource for staff

Campaigns

- To support the ongoing staff recruitment campaign by planning social media content to support recruitment for specific roles
- To develop, implement and review social media advertising campaigns in line with objectives
- To provide insights reporting for staff recruitment campaigns
- To support senior leaders in the organisation of events, as and when required
- To support senior leaders with specific marketing campaigns, as required development as required
- Attend and participate in relevant meetings

Administrative Support

- To respond to enquiries, verbally and in writing, arising from a variety of sources and decide on subsequent action including escalating to senior leaders as appropriate
- Carry out any other duties as directed by the Trust Governance Professional commensurate with the general level of responsibility of the post

Support for the Trust and schools

- Work proactively with staff, students, governors and trustees to ensure the role meets the needs of the trust and schools and appropriate protocols are in place
- Contribute to the development and implementation of a communications and marketing strategy and annual plan in conjunction with the Trust Governance Professional and Communications Consultant
- Be aware of and comply with policies and procedures relating to safeguarding, health and safety, security, confidentiality and data protection, reporting all concerns to the Trust Governance Professional or another appropriate person
- Be aware of and support difference and ensure equal opportunities for all
- Contribute to the overall ethos/work/aims of the trust and schools
- Participate in training and other learning activities and performance

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General Information

The academy will endeavour to make any reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled applicants or continued employment for any employee who develops a disabling condition.

This job description is current at the date shown, but in consultation with you may be changed by the CEO to reflect or anticipate changes in Prosper Learning Trust priorities or the job commensurate with the job grade and title.

January 2025



GILBERT WARD
ACADEMY



HARRY WATTS
ACADEMY



MARY ASTELL
ACADEMY



THOMAS BEWICK
SCHOOL



PROSPER
LEARNING
TRUST

Essential	Desirable	Assessment
Personal qualities		
Creative thinker with an innovative approach		I, T
Ability to problem solve and anticipate issues		A, T
Ability to work on own without supervision on a day to day basis		A, R
Self-motivated and able to work under own direction on a day to day basis		A, R
Passion for communication to inspire others		A, R
Special requirements		
Can meet travel requirements of the post (multi-site visits if necessary)		A
Ability to attend meetings/events outside of usual office hours		A

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NEWCASTLE
BRIDGES SCHOOL



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