

**Magdalen College School**

***We are committed to the protection and safety of our students  
and expect all staff to share this commitment***

**JOB DESCRIPTION**

Post Title	Marketing & Communications Officer
<b>Postholder</b>	
Reporting to	Administration Manager
Hours of work	37 hours per week, 40 weeks per week
Core Purpose	<ul style="list-style-type: none"> <li>• Lead the marketing and communications for the school, ensuring that these are effective and consistent with the school's ethos</li> <li>• Maintain and develop the school's branding to ensure that the image, reputation and marketing are consistently positive</li> <li>• To provide efficient and effective administrative support as directed by the admin manger</li> </ul>
Specific managerial responsibilities of the post	<ul style="list-style-type: none"> <li>• To design digital and printed marketing materials</li> <li>• To manage the school's social media accounts with professional, creative and targeted content, including monitoring the school's online presence.</li> <li>• To use online surveys to gather feedback on events and marketing promotions/activities and disseminate surveys to key stakeholders</li> <li>• To produce online advertising as part of agreed campaigns</li> <li>• To manage the school's website and to ensure that the content is innovative, accurate and timely</li> <li>• To help create and maintain video content for the school's website on a regular basis</li> <li>• To use media technologies to maintain high levels of online visibility of the school's website</li> <li>• Participate in school events, to record publicity material for insertion into newsletters, social media and the school's website</li> <li>• To draft and edit press releases, school advertisements/advertorials</li> <li>• To produce a range of newsletters to stakeholder</li> <li>• To create, interesting, creative and accurate articles to celebrate and promote student and the school's successes and achievements.</li> <li>• To produce print-ready artwork for internal communications and external advertising.</li> <li>• To produce displays and keep noticeboards and digital information screens up-to-date with engaging content</li> </ul>
Responsibilities as a member of staff	<ul style="list-style-type: none"> <li>• To ensure that the safety and welfare of all students is given priority at all times</li> <li>• To support the ethos of the school at all times and demonstrate high standards of personal and professional conduct whilst at work and otherwise</li> <li>• To ensure an appropriate individual response to whole school priorities</li> <li>• To engage actively in the Performance Management Review Process</li> <li>• To implement all school policies</li> <li>• To attend all meetings as directed</li> <li>• To pay due regard to Health and Safety in respect of all members of the school community and report matters which compromise this, appropriately.</li> </ul>
Personal Qualities; the	<ul style="list-style-type: none"> <li>• Committed to the principles of secondary education and equal opportunities and specifically to the ethos of Magdalen College School</li> <li>• Committed to ensuring the safety and welfare of all students at all times</li> </ul>

postholder is expected to be:	<ul style="list-style-type: none"> <li>• Committed to team work within all aspects of the school</li> <li>• Proactive in terms of furthering their knowledge and skills</li> <li>• Punctual for all commitments</li> </ul> <p>Professional in the way that they carry out all aspects of their role and in their relationships with all members of the school community.</p>
<p>This job description reflects the principal accountabilities of the post holder and identifies the level of responsibility at which he/she will be required to work. In the interests of effective working, the major tasks may be reviewed from time to time to reflect changing needs and circumstances. Such reviews, and any consequential changes, will be carried out in consultation with the post holder.</p>	

Signed

.....Postholder

.....Line Manager

.....Date