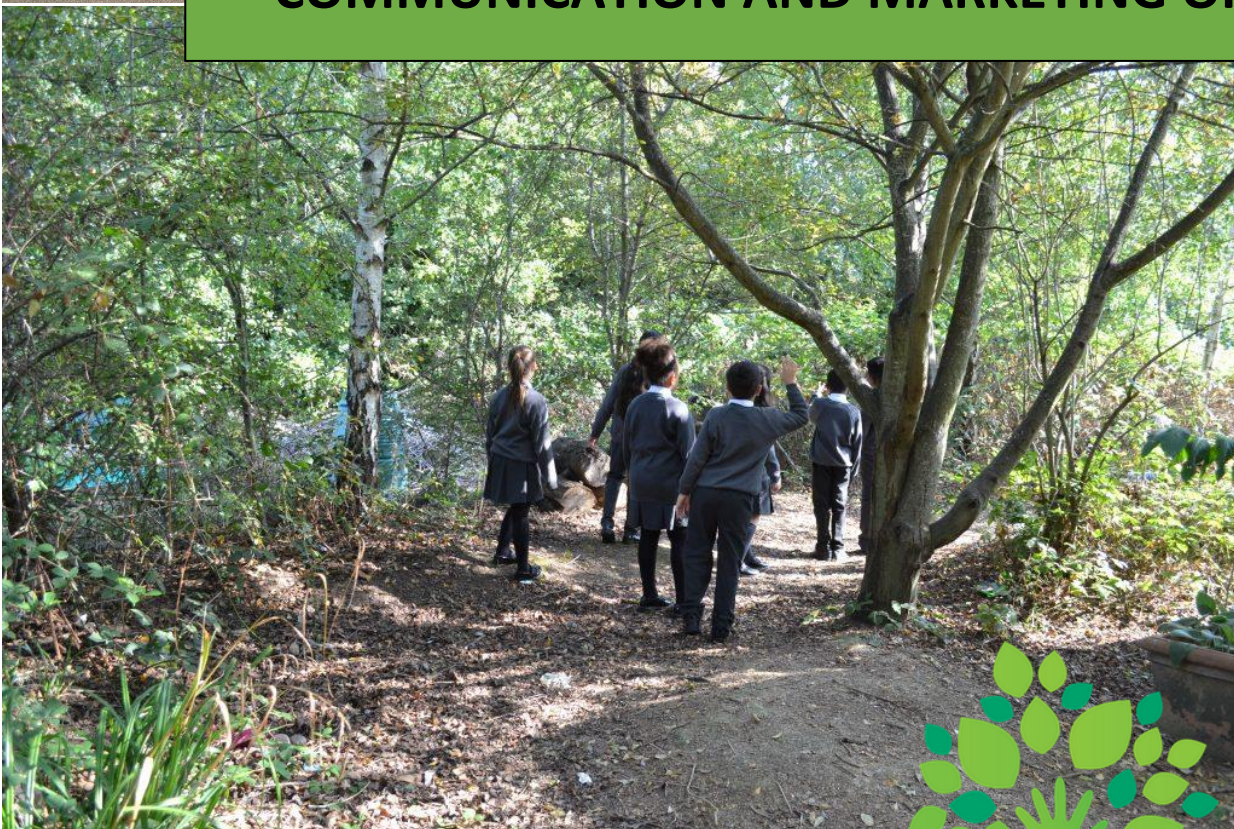


KINGSBURY GREEN PRIMARY SCHOOL

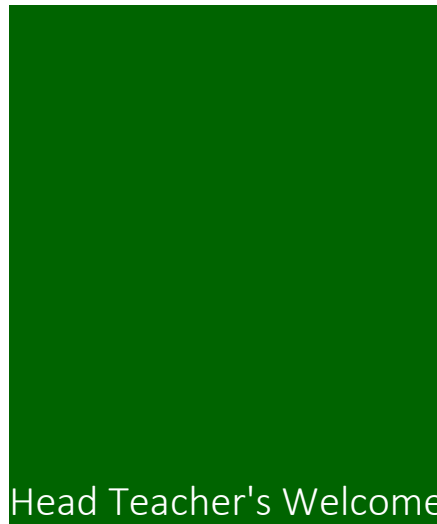
CANDIDATE PACK



COMMUNICATION AND MARKETING OFFICER



NOVEMBER 2021



Head Teacher's Welcome

Welcome to our vibrant and dynamic school. We are privileged to be in an attractive building located on a beautiful site. With our vast green space and access to Frynt Country Park we make good use of the outdoors and 'Forest School' has a firm place within our curriculum. We are privileged to be in an attractive building located on a beautiful site.

We have an excellent staff team who are ambitious for all children and determined that they will succeed through the care, learning and direction they receive here. We value and expect an open and active partnership with families so that together we ensure each child achieves their personal best having had an exciting, safe and memorable learning journey here.

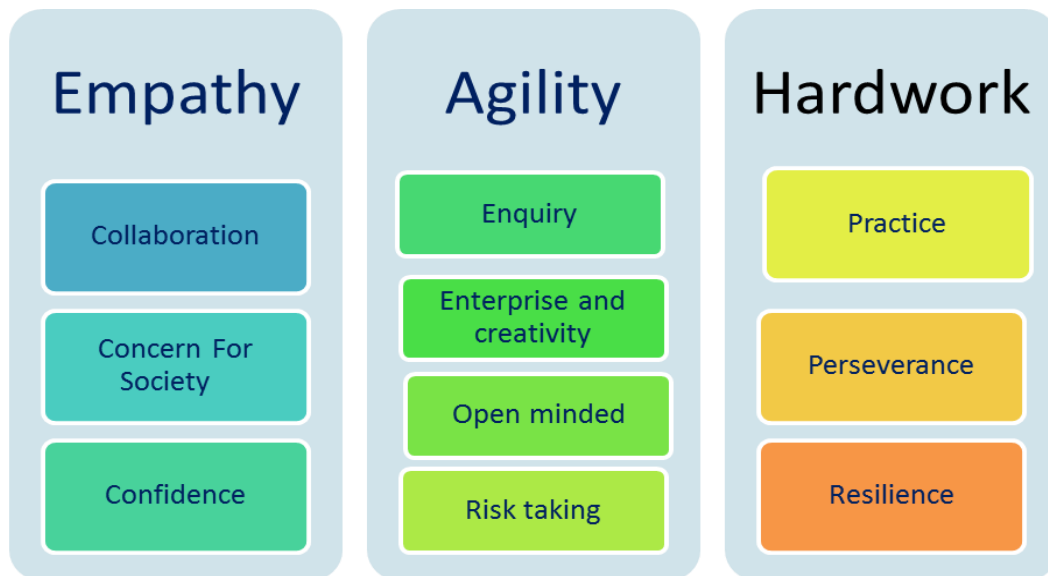
We look forward to welcoming prospective candidates to our school

Reena Shah



In seeking to join Kingsbury Green Primary School, you are demonstrating your ambition to join us on our continuing journey towards excellence.

Attributes for success at KGPS




We are looking for people who challenge and have a view point, are creative, who read and don't wait to be told.

The successful candidate should have expertise in social media and a knowledge and understanding of the principles and practices of marketing communications. They will have creative ability and flair, with a good eye for design and a willingness to undertake further training relevant to the post. Experience of loading website content is essential.

KGPS has a dynamic, positive, and supportive culture for staff, with an enviable reputation for staff career progression and development. You will join a focused and driven team, committed to providing the highest standards of education and service. The appointed person will benefit from a generous local government pension scheme in addition to many other attractive benefits and working conditions.

Job Description

	Kingsbury Green Primary School	Administration
	Post Title: Communication and Marketing Officer	Grade: S01 36 Hrs, TT plus 3 weeks Permanent

MAIN PURPOSE OF JOB

- a. Take responsibility for organisation and delivery of all school communications ensuring that all communications reflect the school's ethos, vision, and values.
- b. To lead on the school's marketing strategy, ensuring implementation of the school brand and promote the school within the local community and beyond.
- c. Be responsible for the delegated systems for the day-to-day content, management, and maintenance of the school website so that it is up to date with current information; is compliant and engages our target audience.

DIRECTLY RESPONSIBLE TO: Head Teacher

FUNCTIONALLY RESPONSIBLE TO: SBM

RESPONSIBLE FOR: Communication and Marketing Apprentice

PRINCIPAL ACCOUNTABILITIES AND RESPONSIBILITIES

1. To implement a marketing strategy to attract more families to select Kingsbury Green as their preferred Primary School within the community and further afield.
2. Ensure regular and timely marketing and promotional campaigns to raise the profile of Kingsbury Green within the local community and beyond.
3. Write high quality persuasive and engaging copy for all marketing communications.
4. Liaise with external printing agencies/organisations in writing print briefs, copywriting, and proofing for any promotional, marketing or school products.
5. Ensure the effective and appropriate development and distribution of marketing materials to prospective and current parents and children.
6. Lead on design and manage content of school newsletters
7. Source and develop rich content for communications, including videos, photos, and audio-visual content.
8. Critically evaluate the impact of each marketing and/or PR campaign to assess its impact against core priorities and inform future successful activity.
9. Seek out and initiate opportunities for reciprocal marketing.
10. Be responsible for the delegated systems for the day-to-day content, management, and maintenance of the school website so that it is up to date with current information; is compliant and engages our target audience.
11. Develop, manage, and increase the school's social media presence and content through Facebook, Twitter, Instagram, and any other determined outlet.
12. Work across the full range of available media which includes, but are not limited to, internal communication; display boards; posters; external press/media; plasma screens; internal signage; website etc.

13. All communication is planned and organised in accordance with required deadlines, ensuring appropriate approval obtained prior to publication.
14. Lead where directed and assist with the planning, organisation, promotion and implementation of whole school events e.g., class and individual photo days, open days; awards events; tours etc.
15. Take responsibility and management for all communication with parents, carers and other stakeholders through use of the school's communication systems, ensuring authorisation and accuracy.
16. Stay up to date with current technologies and trends in social media.
17. Branding and standardisation of school policies.
18. To provide, under the instruction and guidance of senior staff, general administrative and communications support to teaching and administrative staff of the school.
19. Participate in training and development activities and programmes, and attend and participate in meetings as required
20. To contribute to the overall ethos, work and aims of the school.
21. Be aware of and comply with policies and procedures, and report all concerns to an appropriate person, in respect of child protection, health, safety and security, confidentiality, GDPR and data protection.
22. Contribute to the school's commitment to equality of access to opportunities to learn and develop for all pupils.
23. Maintain a constant awareness of school activities, anticipate the needs of parents, visitors, staff, and children, and take the appropriate actions to support those needs
24. To undertake first aid training and responsibilities as required.
25. Policies and procedures and promote the Council's Equal Opportunities Policy.
26. To undertake any other broadly comparable duties as may be required from time to time to ensure the smooth and efficient running of the school, including working flexibly to solve issues which may affect the running of the school if necessary, beyond the shift.

This job description will be reviewed annually and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the school in relation to the post holder's professional responsibilities and duties

NOVEMBER 2021



Kingsbury Green Primary School

Person Specification

Communication and Marketing Officer

QUALIFICATIONS	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Maths and English GCSE or equivalent Grade C and above • Good general education, including good written and verbal communication • Excellent ICT skills 	<p>A degree level professional qualification or relevant experience in graphic design/communications/marketing</p>

KNOWLEDGE AND EXPERIENCE	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Previous experience in a similar post (in marketing/graphic design) • Experience of maintaining website content • Highly organised with ability to prioritise a heavy workload, problem solve, manage tasks simultaneously and perform effectively under pressure • Experience of working with web content management systems and social media platforms • Experience in developing a 'company' brand • Experience of compliance and adherence to policies and procedures and codes of practice including awareness of GDPR 	<ul style="list-style-type: none"> • Understanding of website compliancy for maintained schools • Experience of developing good working relationships with staff and clients • Experience of working in a school, academy or similar environment

SKILLS AND ABILITY	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Willingness to work additional hours when needed and be flexible • Able and willing to work unsupervised to achieve goals with a variety of responsibilities • Willingness to undertake training if required • Make imaginative use of information and communications • Ability to communicate effectively with people of all ages and abilities (verbally, in writing and on the phone) • Good administration skills • Ability and keenness to promote the academy's positive culture and ethos • Trustworthy and reliable • Proactive, enthusiastic and willing to take on a wide range of tasks • Ability to work hard and take pride in the job 	<p>Ability to use own initiative, develop new ideas and broker new relationships</p>

<ul style="list-style-type: none"> • Ability to follow directions from Line Manager • Able to handle and deal with problems and make suggestions for improvement 	
--	--

EQUAL OPPORTUNITIES	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • Commitment and contribution to School policies • Committed to the promotion of equal opportunities 	

CHILD PROTECION	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • To safeguard and promote the welfare of children and young people and follow school policies and the staff code of conduct 	

DISPOSITION	
ESSENTIAL	DESIRABLE
<ul style="list-style-type: none"> • To display a warm and approachable demeanour • A flexible approach and sense of humour • To display a professional manner • To be positive and constructive • To be resilient and assertive • Empathetic and sensitive to differing viewpoints • Belief in the importance of teamwork 	