

**NORTHUMBERLAND COUNTY COUNCIL  
JOB DESCRIPTION**

<b>Post Title: Communication and Marketing Assistant</b>		<b>Director/Service/Sector: Children's Services</b>		<b>Office Use</b>
<b>Band: 4</b>		<b>Workplace: James Calvert Spence College</b>		<b>JE ref: S1182</b>
<b>Responsible to: Business Manager</b>		<b>Date: September 2019</b>	<b>Manager Level:</b>	
<b>HRMS ref:</b>				
<b>Job Purpose:</b> To lead communications and marketing activities under the overall direction of the Business Manager and in consultation with the Executive Headteacher and Senior Leadership Team.				
<b>Resources</b>	Staff	None		
	Finance	Monitor expenditure on advertising and publications.		
	Physical	Media data and equipment. Maintain stock of images of students and staff ensuring compliance with GDPR and that appropriate levels of privacy are maintained.		
	Clients	Internal: Staff, Students, Governors External: Community, Design and Advertising Agencies, Media and Press, Northumberland County Council Communications Team		
<b>Duties and key result areas:</b>				
<b>Marketing and Publicity</b>				
<ul style="list-style-type: none"> <li>• Contribute to the development and implementation of a communications and marketing strategy and annual plan in conjunction with the Business Manager.</li> <li>• Co-ordinate all communications and marketing activities for all schools in liaison with key stakeholders.</li> <li>• Identify opportunities for marketing and publicity and propose approaches that generate interest in the school and its activities.</li> <li>• Draft press releases for local media outlets and monitor press coverage of schools within Coquet Partnership and other educational establishments.</li> <li>• Develop briefs for external specialist suppliers for design and printing work, ensuring value for money is achieved, and liaise with the relevant budget holder for approval.</li> <li>• Liaise with the schools' design agency to develop marketing and promotional materials including adverts, flyers, brochures, banners etc. or undertake small-scale projects in-house.</li> <li>• Draft advert copy and liaise with external media to book space and negotiate price within identified parameters.</li> <li>• Develop an agreed JCSC branding and style guide and ensure all school communications and marketing materials are consistent.</li> <li>• Coordinate the production and distribution of school to ensure broad and balanced coverage of the school's activities.</li> <li>• Draft, edit and proof-read communications and marketing materials to ensure a stimulating read, consistency of message and correct spelling, punctuation and grammar.</li> <li>• Support relevant members of the Senior Leadership Team with the organisation of key events such as open evenings, parents' evenings etc.</li> <li>• Coordinate the inclusion of appropriate events on the schools' electronic calendar and/or website.</li> </ul>				
<b>Website and Social Media</b>				
<ul style="list-style-type: none"> <li>• Maintain and update the school's website, as and when required, with content agreed by the Senior Leadership Team to ensure all information is current, adheres to accessibility guidelines and that statutory requirements for school websites are met.</li> <li>• Conduct a termly review of the school's website and produce a compliance report on statutory requirements.</li> <li>• Monitor changes in statutory requirements for school websites and make recommendations about the school's response to the Senior Leadership Team.</li> <li>• Draft content for news items on the website and ensure these features are regularly updated.</li> <li>• Monitor usage statistics for the school's website and make recommendations to the Senior Leadership Team about their future development.</li> </ul>				

- Operate, as directed by the Business Manager and Executive Headteacher, the JCSC Facebook and Twitter accounts within appropriate protocols and any other specialist channels of communication the school decides to pursue.

### **Support for the School**

- Work proactively with staff, students and governors to ensure the role meets the needs of the schools and appropriate protocols are in place.
- Be aware of and comply with policies and procedures relating to child protection, health and 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 schools
- Appreciate and support the role of other professionals
- Participate in training and other learning activities and performance development as required
- Attend and participate in relevant meetings
- To undertake other duties and responsibilities as required commensurate with the grade of the post

### **Work Arrangements**

Transport Requirements:

None

Working patterns

During the school day with some occasional flexibility for evening work e.g. open evenings

Working conditions:

Usually office-based.

## PERSON SPECIFICATION

<b>Post Title:</b> <b>Communication and Marketing Assistant</b>	<b>James Calvert Spence College</b>	<b>Ref: S1182</b>
<b>Essential</b>	<b>Desirable</b>	<b>Assess by</b>
<b>Knowledge and Qualifications</b>		
<ul style="list-style-type: none"> <li>• NVQ level 3 or equivalent qualification in a relevant discipline</li> <li>• Good numeracy and literacy skills (NVQ level 2 or above) including use of grammar, punctuation and spelling</li> </ul>	<ul style="list-style-type: none"> <li>• Chartered Institute of Marketing Certificate in Professional Marketing (or equivalent)</li> <li>• Plain English and/or Plain English for the Web training</li> <li>• IT qualification including use of word-processing, spreadsheets, databases and desk-top publishing e.g. European Computer Driving Licence</li> <li>• Training in using Microsoft Publisher</li> </ul>	
<b>Experience</b>		
<ul style="list-style-type: none"> <li>• Experience of drafting, editing and proofreading internal and external communications</li> <li>• Proven track record of producing materials/resources for publication either personally or in liaison with specialist agencies</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working with the press and media including drafting press releases and advert copy</li> <li>• Experience of working within agreed budgets and ensuring value for money in procurement of services</li> </ul>	
<b>Skills and competencies</b>		
<ul style="list-style-type: none"> <li>• Effective IT skills in using word processing and/or desk top publishing packages to produce high quality documents</li> <li>• Highly effective writing skills to produce interesting and informative articles</li> <li>• Experience of acting in an editorial capacity</li> <li>• Good planning and organisational skills with the ability to work to strict deadlines for advertising and publications</li> <li>• Excellent oral communication skills with ability to influence internal and external stakeholders</li> <li>• Ability to effectively safeguard children and young people</li> <li>• Ability to work on own without supervision on a day-to-day basis</li> <li>• Ability to relate well to young people and adults including maintaining effective behaviour and discipline and supporting students with SEN</li> <li>• Ability to deal simultaneously with the conflicting demands of a number of service users</li> </ul>		
<b>Physical, mental and emotional demands</b>		

<ul style="list-style-type: none"> <li>• Ability to work under pressure to meet deadlines</li> <li>• Ability to maintain vigilance to ensure children remain safe and secure in a shared area with the general public</li> </ul>		
<b>Other</b>		
<ul style="list-style-type: none"> <li>• Self-motivated and able to work under own direction on a day-to-day basis</li> <li>• Passion for communication to inspire others</li> </ul>		

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visit