

JOB DESCRIPTION

Job title: Marketing & Public Relations Officer/Sixth Form Administrator



St. Aloysius' RC College

This position is responsible for managing all aspects of internal and external marketing and PR functions on a day-to-day basis, and to provide an effective administrative service in all matters relating to sixth form.

The primary function of the Marketing and Public Relations Officer position is the creation and execution of a comprehensive marketing and public relations plan for St. Aloysius' College. The post holder is required to advance and execute the school's objectives, policies and procedures to the best of his/her ability. This includes a commitment to continuous improvement so that the school's standing is enhanced and developed.

As Sixth Form Administrator the primary function is to make a significant contribution to creating a successful Sixth Form learning environment. This includes providing administrative support to the Head of Year and being the first point of contact between staff, students and their parents, and external agencies.

S/he is expected to encourage and support others and to strive for high levels of achievement and support the Catholic ethos of the school. S/he shall be subject to all relevant statutory and institutional requirements.

Main duties and responsibilities:

Marketing & PR Aspects

- Manage all marketing materials, website updates, and social media presence on behalf of the Company
- Proactively generate ways to advance the schools brand in publications, digital media, speaking opportunities, conference participation and other forms of advertising
- Actively market and promote school news through formal press release distribution, article development / pitch, social media, school website etc
- Develop and procure branded materials as needed: PowerPoint Template, prospectus, leaflets and other materials
- Ensure documents and marketing materials are current, accurate and properly reflect the brand and desired messaging - be the last point of contact with the school's deliverables before they are published/distributed ensuring all formatting, aesthetics and content are in-line with Company standards and expectations
- Promote school events and distribute marketing materials to appropriate invitees
- To support in the preparation and execution of school events - contribute to event plans, devise appropriate materials and help ensure events run smoothly

Sixth Form Admin Aspects

- To provide administrative support to both Head of Sixth Form regarding correspondence, phone calls, setting up of meetings, preparing paperwork and taking minutes, word-processing and distributing. Responsible for drafting letters to parents, outside agencies etc.
- To be responsible for maintaining records of Sixth Form students (both paper and electronic) and producing reports when necessary.
- To be a point of contact between staff and students to ensure organised communication of matters, and be a primary contact for student pastoral issues.
- To ensure that all reported absence of Sixth Form Students are recorded on the Schools' SIM's system. Prompt teaching staff to complete their registers. Producing attendance reports, mark registers in advance for student visits and periods of student leave.
- To liaise with staff and parents regarding progress and attendance, ensure that relevant persons are promptly informed when issues arise.

- To liaise with Careers officer to ensure that all Sixth Form students have completed their UCAS applications correctly and to support in implementing careers and other enrichment programmes and activities.
- To ensure that all the Notice boards within the Sixth Form block are maintained and kept up to date with the relevant and up to date information.
- Ensure that Sixth Form students are acting professionally in study areas and keeping rooms tidy and equipment respected by providing supervision in the Independent Study sessions in the common room. To ensure dress codes are in line with policy.
- Organise workload and prioritise on a daily basis using own initiative and knowledge of the work, with minimum direct supervision from the Head of Year.

The person in the post may also have to carry out other duties as may be necessary from time to time:

- To provide administrative support to the SLT/Head of Year as required.
- To provide administrative support to other areas of the school when required.
- To provide cover for the Main Reception area when required.

Personal Responsibilities

- Maintain a high degree of confidentiality. Respond positively with tact, sensitivity and awareness to pupils and parents in relation to duties undertaken.
- To carry out the duties and responsibilities of the post, in accordance with the school's Health and Safety Policy and relevant Health and Safety Guidance and Legislation.
- To promote the safeguarding of children.
- To use information technology systems as required to carry out the duties of the post in the most efficient and effective manner.
- To undertake training and professional development as appropriate.
- To undertake other duties appropriate to the post that may reasonably be required from time to time.
- Take part in the school's performance management system.
- Complete a DBS Check.
- Strong commitment to furthering equalities in both service delivery and employment practice.
- You must promote and safeguard the welfare of children, young and vulnerable people that you come into contact with.

Performance Standards

- To ensure that the school's customer care standards are met and adhered to.
- At all times to carry out the responsibilities of the post with due regard to the school's Equal Opportunities policy.

Review of Job Descriptions

Job descriptions may be reviewed by the Headteacher or governors and may be changed after appropriate consultation.

Person Specification

Essential:

- Degree in Marketing or related discipline
- Experience of marketing campaigns (academic projects or practical)
- Good knowledge and practical experience of social media platforms (Instagram, Facebook, Twitter)
- Excellent ICT skills - extensive experience of Microsoft Office, and a willingness to learn about new software
- Strong writing skills, excellent communication and the ability to adapt and learn
- High level of personal organisation - ability to balance priorities and take responsibility for the completion of a task
- Confident, open, enthusiastic, creative and resourceful

Desirable:

- Genuine interest in enabling the school to thrive and a desire to help maximise the potential of young people
- Photography and film-making skills
- Experience of CMS (e.g Wordpress or similar platforms)
- Experience using survey design platforms (e.g Survey Monkey, GoogleForms, etc)
- Numerate and able to manipulate and interpret data