



BRIDEWELL ROYAL HOSPITAL FOUNDATION

Job Description –Social Media and Communications Officer

Overall Purpose

In conjunction with the Director of External Relations, the postholder will play an important role in developing both schools' Social Media Strategies to develop and create news that will tell a compelling story. The post holder will have specific responsibility for integrating the schools' digital marketing activities into the wider External Relations' Strategy and Plan. They will be a creative thinker and have responsibility for social media and external digital communications management, including active participation in all platforms of social media and on-line communications.

Reporting to: Director of External Relations (DoER)

Location: King Edward's Witley and Barrow Hills School

Direct reports: Marketing Intern

Hours of work: Full time 40hrs per week (exclusive of breaks), Monday to Friday. Term time plus one week per annum prior to the start of each Autumn Term

Annual leave: 30 days per annum, including Bank Holidays (rising to 35 days after 5 years with the Schools)

School lunches: Provided without charge (usually available throughout the year)

Main duties and Key responsibilities

- Deliver our Social Media Strategy for both Schools, from Nursery to Sixth Form
- Create a Social Media Marketing Plan in collaboration with DoER
- Update, maintain and monitor all social media channels for both schools
- Create content to ensure all channels remain engaging throughout the year and aligned with our key marketing messages
- Take photos at events, daily school life and ensure that these are stored safely
- Identify relevant content for newsletters and other school publications
- Work closely with the DoER and Creative Marketing Manager to create relevant and engaging content for the school publications and newsletters
- Set up and distribute communications and newsletters
- Work and collaborate with staff to encourage them to create and share social media content
- Run and maintain both schools' photo and video database
- Proofread, edit and create accurate and engaging copy proforma from a range of sources for use on the website and social media to enhance KESW and Barrow Hills in the educational market, both locally and overseas
- Monitor and keep pace with social media trends
- Produce videos and visual content for social media and other mediums
- Develop an infinity calendar of yearly events that can be localised for content
- Monitor and report to DoER social media analytics and data

Person Specification

Essential

- A passion and enthusiasm for all things social media
- Exceptional understanding of social media analytics and reporting
- Outstanding proof reading and editing skills, with a proven ability to write succinctly and effectively
- Strong attention to detail
- Flexibility to support the DoER and attend events, as required
- Efficiency in Canva, Word, Excel and Office 365
- Exceptional people skills, self-motivated and the ability to relate to all stakeholders

Desirable

- Experience working in educational environment

The above is not intended to be an exclusive list of tasks and other duties may be expected as reasonably determined.

This job description will be reviewed as appropriate in consultation with the post holder.

Signed by (post holder) ----- Date -----

Signed by (manager) ----- Date -----