

Job Title Communications Assistant

Reports to Communications Manager

Job Purpose

To support the Communications team on the delivery of an effective communications plan. The ideal candidate will have creative flair and excellent organisation skills.

Key Tasks and Responsibilities

Website

- Update content of the external website on an on-going basis including gathering, developing and editing content from relevant stakeholders and sources.
- Support the Master in Charge of the Journalism Association by providing images from the photo library for the website and creating photo galleries

Digital Content

- Support the delivery of creative services conducted by the Communications Department, for example publications including the New Boy Guide, A Level Options Guide
- Support the College photographer, external photographers and Filmmaker-in-residence in the production of imagery for the College
- Create photographic and video content at School events for social media and communications material
- Manage the College's photo and video libraries ensuring all content is uploaded, tagged and in accordance with the College's Photography Policy
- Develop and produce College promotional material
- Support the College's staff and associated organisations by sharing multimedia content and collaborating on projects, for example with the Old Etonian Association, Development and HR
- Track all external bookings for photography and filming

Press and Social Media

- Monitor and record press coverage of Eton College, including the collation of press cuttings
- Support the maintaining of online directories
- Ensure details are up to date for social media accounts run by staff at the College
- Identify, manage and develop stock video and photography and respond to media (video and photography) requests

General Responsibilities

- Other tasks to support the operation of the Communications Department
- Commitment to and promotion of equality, diversity and inclusion;

Last Updated: February 2023

This role profile highlights the key tasks and responsibilities of the role, it is not designed to be an exhaustive list of duties. Roles naturally change and develop over time and it is expected that incumbents will perform tasks which are not included within their role profiles.

- All positions at Eton are classed as 'regulated activity' as per the Keeping Children Safe in Education 2022 guidance, therefore a good understanding of safeguarding procedures is essential;
- Commitment to safeguarding and promoting the welfare of children, including but not limited to, completing safeguarding training as required, and ensuring any safeguarding updates issued by the College are read and understood;
- Understand and comply with procedures and legislation relating to confidentiality.

Skills and Competencies Required

Skills & Attributes:

- Exceptional verbal and written communication skills
- Excellent organisational skills, with ability to manage a busy workload and meet deadlines
- Excellent IT skills and a willingness/aptitude to develop these; in particular, knowledge of MS Office is required, and existing knowledge of Adobe creative packages: InDesign & Photoshop desirable
- Experience of Content Management Systems
- Strong interpersonal skills, with the ability to build effective relationships with a variety of stakeholders

Personal Qualities:

- Personal warmth to engage positively and gain the confidence and trust of staff and pupils
- Reliability and flexibility with a positive approach to all duties and responsibilities
- Diplomacy and discretion with a professional approach at all times

Working Pattern

- Your working hours will be 35 hours per week, Monday to Friday, with one hour unpaid for lunch. However, there will be occasions when the post holder is required to work flexible hours including evenings and weekends.
- You will be working 52 weeks per year.
- You will be entitled to 21 days holiday. If a bank holiday falls during a school term period, you will be required to work this day and you will receive an additional day's holiday in lieu.

Disclosure Checks

Eton College is committed to safeguarding and promoting the welfare of its students and staff and expects all staff and volunteers to share this commitment. This role is classed as 'regulated activity', whereby the post holder may be required to have contact or be involved in unsupervised activities with children. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College. The suitability of all prospective employees will be assessed during the recruitment process in line with this commitment. All offers of employment are subject to a number of recruitment checks, including but not limited to; verification of identity and right to work in the UK, an Enhanced DBS check, pre-employment

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ROLE PROFILE

health check questionnaire, satisfactory references, verification of professional qualifications which the College deems a requirement for the post, or which were otherwise cited in support of your application and probationary period.

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