

JOB DESCRIPTION

Job Title: Marketing & Communications Officer

Reports to: Director of Marketing & Admissions

Main Duties and Responsibilities

Marketing & Brand

- To ensure the values, image and brand of St Hugh's is maintained through all communication platforms

Website:

- To manage the school website, editing and uploading new content when requested and conducting regular and timely checks for content which requires updating.
- To liaise with the web-provider to report and resolve any faults or problems with the functionality or appearance of the website.
- To undertake regular analysis of the website supplying analytical data when requested.

Social media:

- To assist the Director of Marketing & Admissions in the development and implementation of a comprehensive social media strategy
- To post content on the school's social media platforms on a regular and timely basis, and in line with the school's social media strategy. To ensure that every post is of a high standard, reflecting the aims of the school and enhancing the excellent reputation of the school.
- To manage the use of all social media accounts and ensure that matters of data privacy are complied with in line with the law, St Hugh's policy and parental consent agreements
- To analyse developments in the use of social media for marketing, advising the Director of Marketing & Admissions accordingly.

School Publications:

- To assist in the production of the school's weekly newsletter, the Cygnet, with specific responsibility for setting up and sharing the templates at the start of each week and collating and inserting photographic and video content.
To work with the Director of Marketing and Admissions to plan and produce the editorial content of the school's printed publication, the Swan, with specific responsibility for creating and collating photographic content
- To assist in the production of other school publications as directed specifically but not limited to, the Prospectus, parent handbooks, annual information book, leavers' yearbook, Open Morning flyers and event brochures as required

Photography & Videography

- To capture and produce high quality photographic images and video footage across areas of day to day school life as directed
- To provide high quality photography and videography of key school events as directed.
- To edit all photographs taken, including those by other members of staff, and to upload these to the shared photo archive on a regular and timely basis.
- To catalogue and manage the school ensuring that all material is correctly filed for ease of access by other members of staff.
- To respond to briefs from the Director of Marketing & Admissions to provide photography and edited video footage for use on the school website, social media and other print and digital marketing projects. To deliver marketing projects by the deadlines which have been agreed in advance, providing samples and work-in-progress as requested.
- To use the school drone to capture specific events or day to day activities of school life
- To ensure that itemised lists of equipment purchased by and owned by the school are kept up to date and accurate.

General Responsibilities

- To attend weekly marketing meetings, staff meetings when required and liaise and co-operate with colleagues on whole school matters
- To attend staff training days and other functions, which may fall outside normal school hours
- To ensure that you are familiar with all school policies and the contents of the staff handbook
- To ensure the safety and well-being of children and young people at the school by adhering to and complying with the school's Safeguarding (including Child Protection) policy and procedures at all times
- To display correct staff identification at all times whilst on site
- To attend training and staff INSET sessions organised by the school to provide a consistent approach across the entire school staff population
- To adhere at all times to Health and Safety legislation, and all departmental policies and procedures, to ensure their own safety and that of colleagues, pupils and visitors
- To carry out any other reasonable duties as requested by the Headmaster
- To constantly appraise your professional performance, participating in training courses and keeping informed of current legislations and best practice in conjunction with the Director of Marketing and Admissions

Reviewed: January 2024

Created: June 2023