

## Marketing and Communication Assistant

---

**Department:** Education

**Division:** JCG

**Reports to:** Assistant Headteacher, Organisation

**JE Reference:** CYP1053

**Grade:** CS06

**JE Date:** 17/11/2021

### Job purpose

To work with the Assistant Headteacher Organisation (JCG) / Deputy Headteacher (JCP) to ensure that our values and vision for our students and staff are projected clearly and at the centre of all of our marketing activity and communication.

To help implement our marketing and communication plan to promote the image and quality of communication of the College through its publications, website and all publicity materials including Social Media, thus ensuring that the high quality of care our students receive and the success they achieve are widely known and appreciated.

To action marketing campaigns and PR activity to promote the College and Foundation brand and celebrate the achievements of our students and staff.

The nature of this role will require the post holder to be flexible with working hours, including attendance at occasional week-end, holiday and evening events.

### Job specific outcomes

1. Act as a brand guardian at all times. Assist the Assistant Headteacher organisation JCG / Deputy Headteacher (JCP) to ensure consistent implementation of the College's brand guidelines across all communications and promotional activity.
2. In liaison with the Assistant Headteacher (Organisation) / Deputy Headteacher (JCP), assist in the production and checking of media releases and communicate with local media to ensure coverage of College events.
3. Share everyday news and highlights about the College through online campaigns, email marketing, social media posting.
4. In liaison with the Assistant Headteacher (organisation) updating the Colleges' websites, with news items, parental updates, policies, images and news content.
5. Abide by a 4 eyes rule for proofreading communications before they are sent live or to the press.

6. Where necessary, liaise with 3rd party media to assist the Assistant Headteacher Organisation (JCG) / Deputy Headteacher (JCP) to promote and develop the College's image amongst stakeholder groups including: parents; former students; feeder schools; businesses and the wider community in general.
7. Assist in the creation of a consistent suite of College collateral, including the prospectus and other College promotional material (both print and digital).
8. Take responsibility for managing marketing stock levels and ensure all marketing materials are organised and easy to locate.
9. Assist in the maintenance of the College's archive of photographs and list of students/staff whose images can/cannot be used.
10. Assist with the planning and delivery of major public-facing events in the College calendar in conjunction with the Assistant Headteacher Organisation (JCG) / Deputy Headteacher (JCP). Some assistance may be required outside of normal working hours.
11. Carry out any other tasks as may be reasonably required by the Principal (JCG) and Head Teacher (JCP)

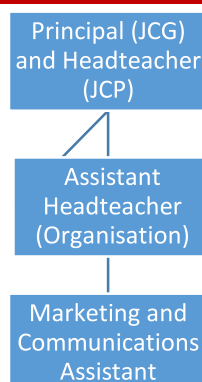
### Statutory responsibilities

Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

At all times the job holder must promote the safeguarding of students, ensuring that the safeguarding policy is adhered to and relevant training is updated as appropriate.

This role is politically restricted. The job holder is not permitted to undertake political activity involving standing for election to the Government or as a Parish Constable, or publicly supporting someone who is standing for election or playing a public part in any political manner.

### Organisation chart



## Person Specification

### Specific to the role

ATTRIBUTES	ESSENTIAL	DESIRABLE
<b>Qualifications</b>	The post holder will be flexible in approach and attitude to work, willingly accepting sudden changes of priority.	The postholder will be qualified to degree level or equivalent and may be seeking to pursue further qualifications in marketing.
<b>Knowledge</b>	The postholder will be proficient in the use of social media.	
<b>Technical / Work-based Skills</b>		
<b>General Skills/Attributes</b>	<p>The postholder will be keen to work in marketing and communication in the education sector.</p> <p>The post holder will be flexible in approach and attitude to work, willingly accepting sudden changes of priority.</p>	
<b>Experience</b>		
<b>Criteria relating to Safeguarding</b>	At all times the job holder must promote the safeguarding of students, ensuring that the safeguarding policy is adhered to and relevant training is updated as appropriate.	

### Core Accountabilities, Attributes and Behaviour Indicators

Appointees to this role will be required to adhere to and perform their duties in line with the standards identified in the States of Jersey tier 1 to 3 core accountabilities, attributes and behaviour indicators.

**The standards relevant to this tier, identified in the States of Jersey core accountabilities attributes and behaviour indicators, are to be attached in a separate document.**