

## Marketing and Communications Officer

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**Department:** Education

**Division:** JCG

**Reports to:** Assistant Headteacher, Organisation

**JE Ref:** CYP1146

**Grade:** CS08

**JE Date:** 20/07/2023

### Job purpose

To ensure, in liaison with the Assistant Headteacher Organisation (JCG) / Headteacher (JCP) 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 coordinate and implement our Marketing and Communication Plan to promote the image and quality of communication of the College.

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

### Job specific outcomes

- In liaison with the Leadership team, development and implementation of an effective digital and social media strategy to include: online campaigns; email marketing; social media posting and tracking, and digital content production.
- Create and execute a Marketing Plan that regularly places the schools positively in the local media (radio, news media, TV, banner adverts across the island).
- Update the Colleges' websites, with news items, parental updates, policies, images and curriculum content.
- Manage all messaging in the media, working closely with the Leadership team and Education Department.
- Implement a wider community engagement programme to promote and develop the College's image amongst stakeholder groups and influencers including: parents; former pupils; feeder schools; community and charity groups; businesses and the wider community in general.
- Ensure consistent implementation of the College's brand guidelines, providing overall editorial and design control across all communications and promotional activity.

- Oversee the creation and maintenance of an on-brand photo and testimonial library depicting all areas of College life, reinforcing the College's ethos, mission and aims, for use in proactive communications and marketing campaigns.
- Actively monitor the College calendar in order to keep abreast of all matters related to College life and working with students, staff and parents at all levels to communicate the College's 'stories' on a week to week basis.
- To develop and update excellent electronic and hard copy literature to communicate key aspects of the College, including the JC Life Magazine, Option Guides, promotional material and merchandise.
- Communicate with all staff members to gather information for the weekly College tutor notices.
- Ensure that expenditure for Marketing and Communications is within the allocated budget, keep records of spending and, following financial guidelines, instigate orders.
- Take responsibility for managing marketing stock levels and ensure all marketing materials are organised and easy to locate. This will also include the preparation of materials for events, on and off island as necessary.
- Design marketing materials in accordance with the Marketing Plan; make decisions about marketing materials which need to be outsourced.
- To support the Senior Leadership Team with the development of new ideas.
- Tendering for production of materials to external suppliers.
- Assist with the planning and delivery of major public-facing events in the College calendar in conjunction with the Assistant Headteacher Organisation (JCG) / Headteacher and monitoring the reputational impact of these. Some assistance may be required outside of normal working hours.
- Carry out any other tasks as may be reasonably required by the Principal (JCG) and Head Teacher (JCP)

## Statutory responsibilities

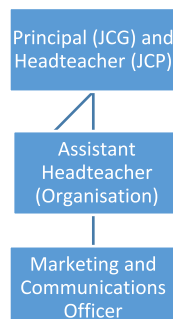
Active engagement, participation and compliance with any other statutory responsibilities applicable to the role, as amended from time to time.

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

*Insert an organisation chart showing this role and its line managers and reports (individual names must not be included only post titles)*



## Person Specification

### Specific to the role

*Describe the knowledge, skills, experience, and qualifications required to perform the job to a satisfactory standard.*

*It is important to convey what the job requires, rather than what an individual might have, as these may be different. For example, you may have a postgraduate level qualification, however, an A' Level standard qualification is the requirement for the job.*

<b>ATTRIBUTES</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<p><b>Qualifications</b> <i>Please state the level of education and professional qualifications and / or specific occupational training required.</i></p>	<p>Willingness to participate in ongoing professional development activities as requested.</p>	<p>The postholder may hold or be seeking to pursue further qualifications in marketing.</p> <p>The postholder will be qualified to degree level or equivalent.</p>
<p><b>Knowledge</b> <i>This relates to the level and breadth of practical knowledge <b>required</b> to do the job (e.g. the understanding of a defined system, practice, method or procedure).</i></p>	<p>Knowledge in using a range of social media platforms.</p> <p>Knowledge of marketing strategies and marketing research processes.</p>	<p>Knowledge of the Jersey context and specifically the Jersey education context.</p>
<p><b>Technical / Work-based Skills</b> <i>This relates to the skills specific to the job, e.g. language fluency, vehicle license etc.</i></p>	<p>IT literate with competence in using the Microsoft suite of software, One Drive and Teams.</p> <p>Outstanding writing, speaking and editing skills.</p> <p>Fluency in using social media and digital communication platforms effectively.</p>	

	Demonstrable ability to multi-task and organise own workload to meet deadlines, juggling priorities which may have differing and conflicting demands.	
<p><b>General Skills/Attributes</b> <i>This relates to more general characteristics required to do the job effectively, e.g. effective written communication skills, ability to delegate, motivation or commitment etc.</i></p>	<p>Ability to deal with all stakeholders in a sympathetic, sensitive manner whilst maintaining discretion, sensitivity and confidentiality.</p> <p>Able to work effectively without supervision, using own initiative to prioritise workload.</p> <p>Willingness to engage in reviews, suggesting improvements to administrative processes and supporting changes.</p>	<p>Demonstrated success in managing multiple projects with shifting priorities and competing deadlines.</p> <p>Ability to develop, monitor and adhere to budgets and production schedule.</p> <p>Ability to lead others to align with the Marketing vision. Cultivate relationships with stakeholders to achieve marketing goals.</p>
<p><b>Experience</b> <i>This is the proven record of experience and achievement in a field, profession or specialism. This could include a minimum period of experience in a defined area of work if required by an external body (for example a period of post-qualification experience).</i></p>	<p>Experience of marketing and events management in a business or school environment</p> <p>Demonstrated success in creating positive relationships with external stakeholders and cultivating potential philanthropic support.</p> <p>Demonstrated success in generating regular positive media attention to an organisation.</p>	<p>Upwards of 5 years' experience working in marketing and communications.</p>
<p><b>Criteria relating to Safeguarding</b> <i>Other requirements needed to confirm suitability to work with</i></p>		

<i>vulnerable people e.g. attitudes, skills, experience etc.</i>	The post holder will hold a current Enhanced DBS certificate.	
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### Core Accountabilities, Attributes and Behaviour Indicators

#### Delete as appropriate:

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 5 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.**