



**Brighton & Hove**

## **JOB DESCRIPTION**

**JOB TITLE: Digital Content & IT Systems Administrator**

**SECTION: Patcham High School**

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***Please note;*** this is a Generic Job Description. It describes the level of responsibility that you will be required to undertake. Within this role you will be required to carry out the majority of the tasks listed, and your line manager will advise you of those that are not applicable.

*Each school is organised differently and the range of duties carried out at each level may be different in each school. Some jobs may carry out a diverse range of duties whilst others may be engaged on a narrower range of tasks. The following role profiles give examples of the types of work that may be carried out at each level. The list is not exhaustive and is intended to give an indication to help schools assimilate jobs to the appropriate level.*

### **PURPOSE OF JOB**

This is a crucial role within the IT Support department that consists of supporting the IT systems at Patcham High School as well as looking after the digital marketing solutions on the site.

As a second line escalation point for all IT support queries you will work with the IT support team and over 1500 users to maintain and monitor IT systems including remote working solutions, and understand and resolve technical issues in a prompt and professional manner.

Alongside this you will be the primary internal contact for content design and development of the school website and social media platforms. You will ensure all our school day to day activities are reflected on the website and social media as well as making sure all content is up to date and relevant. The post will also be required to create content for the site using photography skills and also create videos for use on the site & social media and within the school environment.

### **PRINCIPAL ACCOUNTABILITIES**

This role has two key sides:

#### **Digital Marketing Manager.**

To be the primary internal contact for content, design and development of the School website and updating of all school social media platforms. This to include the production of media content / graphics for marketing purposes. Ensuring;

- The School's website accurately reflects the current going's on within the school community and contains relevant information for all visitors to the site.
- All content on the site is current and up to date including school events, performing regular detailed checks and liaising with relevant staff to provide required content.
- The website continues to reflect the corporate branding and is presented to a high and professional standard.
- All school events are advertised on the site and social media platforms

In addition to the above the role will also require the candidate to:

- Design and produce marketing materials as required for various events and school wide projects following the corporate branding.
- Produce digital content for use on the school website and applicable social media platforms.
- Capture, edit and produce video's for marketing related projects.
- Act as the main contact for queries relating to the website and technical elements of social media.
- Liaise regularly with key staff to ensure relevant information is obtained for publishing on the school website. This to include policies, subject information areas, key school information for students / parents.
- Use specialist photography and video production equipment to ensure all materials are of the highest possible standard.
- Liaise directly with the headteacher to ensure any relevant projects are suitably reflected on the school website.
- Produce a weekly video broadcast for students providing information on forthcoming events.

### **IT Systems Administrator.**

- Follow instructions to install and upgrade client/server applications.
- Plan and implement changes to elements of the ICT service, e.g. plan the physical layout and cabling for a proposed new ICT suite.
- Perform a wide range of hardware repairs and upgrades.
- Provide second-line support for customers hardware-related Incidents and use any available resources in order to enable customers to resume their activity.

- Detect, analyse and resolve most PC, printer and peripheral device, faults.
- Produce reports from a support log to provide basic management information on the volume and nature of requests.
- Assist school managers to define an appropriate service level and support arrangements.
- Record and document all aspects of hardware-related Incidents undertaken to ensure the continuity of a call throughout its cycle and to provide a knowledge base for future reference for both customers and ICT staff.
- Manage the structure of an intranet.
- Provide specialist advice and guidance to staff and students on any matters relating to own area of ICT expertise to enable them to make full use of available hardware, software, networks, communication and information systems as necessary.

### **Health & Safety and other Policies**

- Have knowledge of, understand and comply with and assist with the development of policies and procedures relating to health, safety and security, confidentiality and data protection, reporting concerns to an appropriate person.
- Raise awareness among staff, pupils and other users of Health & Safety procedures, e.g. give a brief safety induction session for new teachers/users, suggest to a member of staff that moving a monitor would reduce eye strain.

### **Budget & Line Management**

- Support the full range of financial planning for ICT, including purchase of larger items, and help to estimate future budget requirements, e.g. contact a range of suppliers to get quotes and draw up a detailed list of comparisons.
- Act as a mentor, providing practical and technical support and guidance to less experienced staff, in order to assist in their workload/professional development, or any other colleague who may be in need of support.
- May allocate tasks between support staff, including recording requests, following up calls and implementing a maintenance schedule.
- May have supervisory responsibility for junior staff, providing advice and guidance, assisting with recruitment and selection and induction/ongoing training of staff.

### **Miscellaneous**

- Participate in training and other learning activities and performance development as required.

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be as set out in the above job description but please note that the Council reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.

# BRIGHTON & HOVE CITY COUNCIL

## PERSON SPECIFICATION

**Post Title:** **Digital Content Administrator & IT Systems Administrator**

**Department:** Children and Young People's Trust

**Section:** Schools

### Essential Criteria

<b>Job Related Education, Qualifications and Knowledge</b>	<ul style="list-style-type: none"><li>• ITQ level 3, Microsoft Certification IT Professional level 3, or equivalent qualification or experience in an ICT related discipline.</li><li>• Specialist knowledge of in-house software, e.g. SIMS.</li><li>• Understand how ICT can enhance teaching and learning in schools.</li><li>• Up-to-date knowledge of current ICT developments and technologies.</li><li>• Thorough knowledge of different platforms and operating systems in use within the school.</li><li>• Good understanding of networking and communications technology.</li><li>• Knowledge of manual handling techniques.</li><li>• Appreciation of the various stages in procuring goods and services.</li></ul> <p>Specific roles may require:</p> <ul style="list-style-type: none"><li>• Experience of web development and associated software tools, e.g. Dreamweaver, particularly in a Microsoft environment.</li><li>• Experience of content management using WordPress</li><li>• Experience of content creation using Adobe PhotoShop, InDesign and Premier or similar</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Considerable practical experience in an ICT technical support environment.</li><li>• A confident and experienced user of all hardware and operating systems in use within the school.</li><li>• A confident and experienced user of all desktop applications in use within the school, including educational software.</li><li>• Experience of installing, configuring and upgrading hardware and software and troubleshooting in a networked environment with little supervision.</li><li>• Experience of working as part of a team in a buy IT support environment and providing desktop network support in accordance with contracts or service level agreements.</li><li>• Awareness of ICT issues and trends.</li><li>• Excellent problem-solving skills with the ability to analyse problems and undertake thorough investigation.</li><li>• Able to use both hardware and software analysis tools effectively in order to identify, analyse and resolve less routine hardware/software failures/faults.</li></ul>

<p><b>Skills and Abilities</b></p>	<ul style="list-style-type: none"> <li>• ITQ level 3, Microsoft Certification IT Professional level 3, or equivalent qualification or experience in an ICT related discipline.</li> <li>• Specialist knowledge of in-house software, e.g. SIMS.</li> <li>• Understand how ICT can enhance teaching and learning in schools.</li> <li>• Up-to-date knowledge of current ICT developments and technologies.</li> <li>• Thorough knowledge of different platforms and operating systems in use within the school.</li> <li>• Good understanding of networking and communications technology.</li> <li>• Knowledge of manual handling techniques.</li> <li>• Appreciation of the various stages in procuring goods and services.</li> </ul> <p>Specific roles may require:</p> <ul style="list-style-type: none"> <li>• Experience of web development and associated software tools, e.g. Dreamweaver, particularly in a Microsoft environment.</li> <li>• experience of content management using WordPress</li> <li>• experience of content creation using Adobe PhotoShop, InDesign and Premier or similar</li> </ul>
<p><b>Equalities</b></p>	<ul style="list-style-type: none"> <li>• Considerable practical experience in an ICT technical support environment.</li> <li>• A confident and experienced user of all hardware and operating systems in use within the school.</li> <li>• A confident and experienced user of all desktop applications in use within the school, including educational software.</li> <li>• Experience of installing, configuring and upgrading hardware and software and troubleshooting in a networked environment with little supervision.</li> <li>• Experience of working as part of a team in a buy IT support environment and providing desktop network support in accordance with contracts or service level agreements.</li> <li>• Awareness of ICT issues and trends.</li> </ul>