

JOB DESCRIPTION

JOB TITLE: **Communications Officer – ICT Role F
(20 hours per week – timing negotiable)**

SECTION: Patcham High School

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

The Communications Officer is a member of the IT Team, whose purpose is to support the school's digital systems and communications ensuring high-calibre communications are created and disseminated across key audience sectors.

The ideal candidate will have previously worked in a content creation and information management capacity and have a solid understanding of the role of digital content administration and be able to create positive communications with all key audiences.

You must be a creative, energetic and pro-active individual, happy to help out with all levels of work to create engaging and informative content across a range of mediums and channels. The successful candidate will be a self-starter, with ambition to create a significant impact within their role. They must be a credible ambassador for the School and possess excellent writing, and content creation skills.

PRINCIPAL ACCOUNTABILITIES

To lead on the delivery of Patcham High School's social media and digital content:

- Developing and managing innovative and creative content across multiple channels.
- To create a high-end, high frequency, digital online presence through the School's social media platforms such Facebook, Twitter, LinkedIn, Instagram
- To manage the updating of the school website to ensure compliance
- To maintain, develop and improve the school website, creating a regular cycle of updates and checks on content
- To develop an ongoing content plan for social media, researching content strategy opportunities.

- To use analytics for frequent reporting and analysis for key engagement
- To work closely with other staff to create new video content.
- To lead with photography and video where necessary, including GCSE results day in August.
- To monitor mentions of the School across digital sites and forums.
- To help support the marketing of charitable and community events such as school stage shows, school events, podcasts, etc.
- To lead the gathering, creation and editing of news stories for the weekly 'Patcham News' video bulletin and/or publication on the School website, social media and print materials.
- To proactively contact staff to source, write and edit new stories and press releases for use in 'Patcham News', online and offline media, encouraging contributions of news from staff and pupils.
- To assist with the production and collation of information for printed materials; prospectuses, leaflets and newsletters.
- To create and report on surveys as and when required, to gain insights in the viewpoints of key audiences.
- To contribute to the development and implementation of the School Communication Strategy.
- Developing landing pages and working with other members of the staff to coordinate a consistent media approach.
- Digital video editing and content production.
- Communicating effectively with internal and external providers to build professional relationships
- To support the IT Network Manager and other colleagues to meet the School's Strategic objectives.
- Working flexibly within the team and autonomously as needed to manage your duties and priorities.
- Working within the IT Support Team to administer the helpdesk and ensure calls are resolved quickly and to a high standard with good communications to all stakeholders.
- Working as part of the IT Team to support end users with password changes and device connections.

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: **Communications Officer**

Department: Children and Young People’s Trust

Section: Schools

Essential Criteria

<p>Job Related Education, Qualifications and Knowledge</p>	<ul style="list-style-type: none"> • Educated to level 3/4, ideally with a Web site, Content Management or creative media qualification or ITQ level 3, Microsoft Certification IT Professional level 3, or equivalent qualification or experience in an ICT related discipline. • Expertise and experience of working with WordPress sites • Excellent verbal and written communication skills and strong IT skills • Ability to build strong working relationships at all levels • Ability to work with young people • Ability to work both independently and as part of a team • Good time management with the ability to work under pressure and prioritise as necessary • Strong organisational and planning skills with the ability to prioritise a busy workload • Ability to develop new ideas and contribute to the Communications Plan • Understanding and appreciation of secondary education
<p>Experience</p>	<ul style="list-style-type: none"> • Experience of working with a wide range of digital media • Excellent copywriting capabilities with the ability to quickly produce high quality work tailored to audiences • Awareness of trends and best practice in digital communications • Experience of monitoring, evaluation and analysis in a previous role • Experience of working with Adobe creative suite of software or similar • A confident and experienced user of desktop applications in use within the school • Excellent problem-solving skills with the ability to analyse problems and undertake thorough investigation. • Able to use both hardware and software tools for the specific job roles, including specifically, audio visual equipment for recording and supporting performances and in house productions.

<p>Skills and Abilities</p>	<ul style="list-style-type: none"> • Strong literacy and numeracy skills, with the critical intelligence capable of systematically analysing performance, the market and competitive landscape • Experience of generating, editing and publishing digital content and using digital communications to communicate and promote brands and/or services • Strong writing and editing skills with an ability to write effectively for different audiences across multiple platforms (digital and print) • Strong knowledge of basic IT software • Excellent administrative skills • Ability to demonstrate and inspire successful and effective customer relations, communication and customer care skills. • Ability to quickly establish good links with students, parents, staff and Governors. • Some need to use analytical, judgmental, creative and developmental skills. • Able to demonstrate sensitivity and tact particularly when dealing with more sensitive issues. • Able to maintain confidentiality and understand the principles of GDPR in relation to their role • Able to work accurately and with attention to detail • Alertness and concentration. • Able to undertake short term planning. • Able to deal with more complex queries and know when to refer to more senior staff. • Able to work constructively as part of a team and to understand school roles and responsibilities and own position within these. • Able to self-evaluate learning needs and actively seek learning opportunities. • Have an eye for detail and a desire to go above and beyond in terms of communications, customer service and creative marketing.
<p>Equalities</p>	<ul style="list-style-type: none"> • To be able to demonstrate a commitment to the principles of Equalities and to be able to carry out duties in accordance with the School’s Equalities Policy. • Can mix easily with persons of any culture or background and to maintain close and harmonious relations with work colleagues at all levels.