



The Redhill  
Academy

# DIGITAL COMMUNICATIONS & MEDIA OFFICER

## Job Description

Closing date: Monday 25 January 2021

Further information can be obtained from Mr J Warren – Operations Manager  
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## DIGITAL COMMUNICATIONS & MEDIA OFFICER - JOB DESCRIPTION

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**Job Purpose** The school is seeking to appoint to the role of Digital Communications and Media Officer. The key function of the post is to professionally promote the life of the school to a variety of audiences through the school website, digital screens and paper forms of communication. It requires a wide range of digital skills and expertise and an energetic, creative, open-minded and innovative approach. The role will be busy, interesting and varied, with a range of responsibilities and will suit someone with a positive and enthusiastic attitude.

**Name of Post Holder** To be appointed

**Title of Post** Digital Communications & Media Officer

**Salary Grade** Band 8 - £21,904 to £24,781

**Hours** 37 hours per week, 52 weeks per year

**Responsible to** Headteacher

Line Manager – Deputy Headteacher (Curriculum)

### Particular Responsibilities

To professionally promote the life of the school to a variety of audiences including students, staff, parents, governors and the wider community. It requires a wide range of digital skills and expertise and an energetic, creative, open-minded and innovative approach. The role will be busy, interesting and varied, with a range of responsibilities and will suit someone with a positive and enthusiastic attitude.

The purpose of the position is to support the strategic leaders and governors of the school in developing and implementing an effective communications strategy and building and extending community and old student relations.

### The Person

The Communications Officer should be able to demonstrate most or all of the following skills and qualities:

- An understanding of image, style and branding and a flair for a range of creative and effective design work, including digital signage, adverts, posters, websites, newsletters and other internal and external printed publications.
- An understanding of social media and trends in the communications market, and the need to use this effectively with appropriate standards of style and branding
- Accuracy and good attention to detail and the desire and ability to take ownership of his/her tasks, and to see them finished on time and to a high standard
- Good interpersonal and communications skills are essential as the post requires close liaison with staff, students, parents, press and others
- Excellent verbal and writing skills, with the ability to adapt their style to convey the relevant messages accurately and effectively

- A high degree of organisational ability; as a member of a small team they will need to be versatile, good at working under pressure and prioritising tasks, and be able to cope with competing and changing demands and deadlines
- Excellent IT skills with particular knowledge of MS Office and desktop publishing/ creative design software is required.
- An interest in photography, and knowledge of image editing
- Flexibility to work calmly and reliably in a busy office, both in a team and independently, with energy, initiative and cheerful enthusiasm for developing the role and to undertake training as required. The role will require a close working relationship with senior leaders, teachers, ICT staff and the Business Manager.

### **Duties and Responsibilities**

The Communications Officer will be required to undertake the tasks outlined below, under the direction of the Assistant Headteacher who has overall responsibility for communication activities.

### **Copywriting**

Produce creative and well-written material (and edit copy written by others) for a variety of media such as the staff and student briefings, website, newsletters, press articles and advertisements and for a variety of the fast-moving social media such as Facebook and Twitter. A good understanding of data protection would be desirable.

### **Advertising, Directories and Public Relations**

- Manage the booking of advertisements for local press and magazines and evaluate response.
- Ensure good and effective press coverage, including identifying opportunities for stories and events, obtaining feedback about such events from those who have been responsible for them, preparation of press releases, regular liaison with local press, and coordination of copy production for marketing supplements etc.
- Maintain a record of press releases and adverts

### **Digital Signage, Website and Online Media**

- Maintain, review and update the School's digital signage provision
- Maintain, review and update the School's website with clear, engaging and accessible material that is consistent with the School's ethos
- Ensure the School website is appropriately optimised for high search result rankings
- Effectively use social media as a means of communication, including Twitter, Facebook and LinkedIn and such other tools as may develop
- Monitor the School's online presence.
- Develop other aspects of the School's online marketing where appropriate and keep abreast of digital/electronic initiatives, ensuring that the School capitalises on appropriate opportunities

## **Photography**

- Have experience of taking high quality photographs for promotional and publication purposes.
- Work with photographers and/or ICT technical staff (or arrange someone to photograph) key events in the School's calendar, including music and drama performances, School trips, Inter-House competitions and sports matches.
- Liaise with pupils and staff to gather the relevant details for the website, School newsletter, press releases and other promotional material
- Maintain and expand the photographic library, for promotional use by the Learning Leaders of the School and other staff or departments
- Use film to promote the School on the website or via other means

## **Design**

- Have strong IT and design skills – DTP, web design (NOT to produce the school site), Adobe or similar.
- With the Headteacher, design and edit newsletters, obtaining the material needed from the staff responsible to ensure that a complete record of the term is covered
- Lead the production of other emerging publications as appropriate.
- Lead the development of promotional materials such as advertisements, flyers and newsletters for external audiences, including events such as Open Days
- Create publicity material for internal events such as drama and music programmes and posters for other school events
- Liaise with external printers to manage the production process and ensure that material is produced on time and to a high quality

## **Old Students and Archives**

- Promote the school archive on the website, social media and through the school newsletter.

## **Other Responsibilities**

- Assist with any market research undertaken (including surveys or telephone interviews of parent and current student/parent/staff satisfaction surveys)
- Provide other administrative support when necessary
- To undertake training in accordance with stated requirements as and when required.
- To comply with requirements of Health and Safety, other relevant legislation and school documentation and to understand and comply with the school's Equal Opportunities Policy.
- To undertake any other reasonable duties within the overall function, commensurate with the grading and level of responsibility of the job.
- Assist the Trust Communication & Media Lead on Trust projects where needed.