

Role Profile – Marketing & Administration Officer

Post title: Marketing and Administration Officer					
Worden Academy				Location:	Leyland
Establishment or team:		Admin		Post number:	BSO SMM Jun26
Grade:	Grade 4	Staff responsibility:	No	Essential Car user:	No

Scope of Work – appropriate for this post:

To support the promotion and marketing of the school by creating, maintaining and distributing engaging communications to parents, pupils, staff and the wider community. The role also provides administrative support, helping to enhance the school's reputation and promote its achievements, events and values.

Accountabilities/Responsibilities – appropriate for this post may include:

- Maintain and update the school website, ensuring content is accurate, current and engaging.
- Create and distribute marketing materials, including newsletters, flyers, brochures, posters and digital content.
- Create content for the school's social media platforms in line with school policies and branding guidelines.
- Promote and support school events, activities and achievements through a range of communication channels.
- Support pupil recruitment and retention activities, including open evenings, admissions events and transition programmes.
- Assist in the planning and delivery of marketing campaigns to raise the profile of the school within the local community.
- Liaise with staff to gather news, photographs and information for promotional purposes.
- Produce and maintain marketing content using design software such as Canva or similar platforms.
- Ensure all communications are consistent with the school's branding and values.
- Monitor engagement and effectiveness of marketing activities and provide reports as required.
- Maintain photographic and media consent records and ensure compliance with GDPR requirements.
- Develop positive relationships with parents, external organisations and community partners to support promotional activities.
- Assist with press releases, advertising and promotional opportunities where appropriate.
- Provide administrative support, including maintaining records, responding to enquiries, managing correspondence and organising marketing resources.
- Support the organisation of school events and activities, including preparing promotional materials and coordinating communications.
- Undertake any other duties commensurate with the grade and responsibilities of the post as directed by the School Support Manager or Senior Leadership Team.

Person Specification (Desirable Skills & Experience)

- Excellent written and verbal communication skills.
- Strong administrative and organisational skills.
- Experience of website management and social media platforms.
- Competent in Microsoft Office and design software such as Canva.
- Ability to manage multiple priorities and meet deadlines.
- Attention to detail and commitment to maintaining high standards.
- Understanding of GDPR and confidentiality requirements.
- Ability to work independently and collaboratively as part of a team.
- Experience of working in a school or education setting (desirable).

Prepared by:	DBF	Date:	170726
---------------------	-----	--------------	--------

The above form sets out the area of work in which duties will generally be focused, and gives an example of the type of duties that the postholder could be asked to carry out. PLEASE NOTE that this is for guidance only. Postholders are expected to be flexible and to operate in different areas of work/carry out different duties as required.

Equal opportunities

We are committed to achieving equal opportunities in the way we deliver services to the community and in our employment arrangements. We expect all employees to understand and promote this policy in their work.

Health and safety

All employees have a responsibility for their own health and safety and that of others when carrying out their duties and must co-operate with us to apply our general statement of health and safety policy.

Safeguarding Commitment

We are committed to protecting and promoting the welfare of children, young people and vulnerable adults.

Customer Focus

We put our customers' needs and expectations at the heart of all that we do. We expect our employees to have a full understanding of those needs and expectations so that we can provide high quality, appropriate services at all times.

Skills Pledge

We are committed to developing the skills of our workforce. All employees will be supported to work towards a level 2 qualification in literacy and /or numeracy if they do not have one already.

Attendance

Good attendance enhances the service delivered by schools, minimises staffing difficulties and ensures best value to the school. It is essential that applicants for positions in this school can evidence a previous satisfactory attendance record/commitment to sustaining regular attendance at work.

