

 **JOB DESCRIPTION**

**Job Title: Design & Communications Officer**

**Line Manager: Head**

**Responsible for: No direct reports**

**Contacts: students, prospective students, parents and staff**

**JOB SUMMARY**

Responsible for all aspects of design and communications to ensure the school's image and reputation is promoted and enhanced.

**PRINCIPAL ACCOUNTABILITIES**

**Website & Digital Signage**

* Identifying, editing and publishing stories on the news section of the website.
* Manage the school website to ensure it is up to date through the CMS, liaising with the IT team where required.
* Responsible for setting up and managing digital displays on School digital screens.
* Updating external websites and publications with correct staff details and recent images and videos.

**Social Media**

* Managing presence on social media sites including but not limited to Facebook, Twitter, Instagram, YouTube, LinkedIn and Google My Business.
* Identifying and collecting relevant content to publish via these channels.

**Photography**

* Arrange, set up and take photographs of school events, edit and use them for press releases, the School website and social media.
* Arrange, set up and take specific photographs of pupils or school life for publication on website, advertisements and other channels as required.

**Design & Print**

* Support the Drama, PE and Music teams with the design and production of event programmes.
* Design and production of promotional literature.
* Design and production of internal annual publications.
* Marketing merchandise

**Other Duties and responsibilities in common with other members of the Admissions & Marketing Team:**

Events – support the team with the preparation of and running of events, some of which take place in evenings or weekends.

Administration – support the team with any administrative tasks required for the smooth running of the department.

Carry out any reasonable request in connection with the work of the department in order to meet the department’s objectives.

**JOB CONTEXT**

The team consists of the External Marketing Consultant, Head of Events and Offterm, UK & International Admissions Officer, Admissions Assistant and Design & Communications Officer. Whilst each team member carries their own specific responsibilities, team working and flexibility is key to enable the team’s overall objectives to be met.

**CONDITIONS OF SERVICE**

Full-time role (37½ hours pw) with an hour for lunch Monday to Friday

52 weeks a year, less holiday entitlement of 5 working weeks (increasing to 6 weeks after 5 years’ service)