

JOB DESCRIPTION

JOB TITLE:	Student Recruitment and Marketing Officer
REPORTS TO:	Business Manager
HOURS:	15 hours pw, term-time plus 4 additional weeks, to be worked flexibly, as required
GRADE:	WAT Band F Points 29 – 31* currently £25,694 - £27,394 pro rata actual salary £9,834 - £10,485 *subject to pay and grading project

All staff of The Sir Robert Woodard Academy should:

- Demonstrate commitment to ensuring that young people realise their full potential thereby having the best possible future life chances.
- Contribute to the whole professional life of the Academy which has successful teaching and learning as its core purpose.
- Contribute to the education of the whole person utilising the Woodard Chapter system.
- To be able to promote the Woodard Christian ethos that embraces all faiths and none and support the distinctive Christian character of the Academy as demonstrated through its ethos and service to the community.

JOB PURPOSE:

- To support the Senior Leadership Team in raising the visibility and profile of the Academy, developing and enhancing the academy's presence through all media and available channels and positioning the Academy as a school of choice in the area
- To work alongside the Business Manager to develop and implement marketing and student recruitment strategies, reviewing these on an annual basis
- To develop and maintain contacts and relationships to promote alumni, events, media relations and advertising
- To ensure that there is a constant positive reinforcement of the academy through all available channels, including the website and social media
- To hold a unique position within the academy, with an expectation to get involved with daily academy life, producing new stories, liaising with parents, visitors and external agencies, and promoting all the academy has to offer

RESPONSIBLE TO: Business Manager

MAIN DUTIES:

- To be responsible for the technical development of the intranet, website, VLE, and other areas of e-promotion and e-resources
- To lead in the development of the Academy website, maintaining and developing content, and uploading as necessary
- To take a lead role in developing and implementing the academy's marketing and student recruitment strategies, to support the academy improvement plan and strategic objectives around student recruitment and promotion of the academy
- To systematically plan and conduct extensive market research, using the data to inform marketing and recruitment strategies for promoting the academy
- To draft an annual implementation plan of key marketing and recruitment actions to be achieved during the academic year
- To manage the academy website and other digital media content, creating new stories and maintaining all other pages to ensure that content is relevant, current and in line with Ofsted requirements
- To manage and analyse the digital profile of the academy and to evaluate the academy's marketing activities, producing regular reports which highlight any recommendations/trends
- To design, create and produce promotional materials, including artwork, for academy marketing purposes and advertisements
- To assist the Senior Leadership Team in developing and maintaining strong relationships with local primary schools
- To develop and manage relations with local and national media representatives to promote the academy's achievements and maximise positive reporting
- To work alongside the Assistant Principal for the Sixth Form, to develop strategies to increase the number of students applying for a sixth form place at the academy
- To proactively work with staff and students to identify and produce newsworthy content and to be responsible for taking and storing relevant photographs and video footage to be used for promotional purposes through all channels including the website and social media
- To contribute to all high profile academy events, including open evenings, open days and examination result days, ensuring these are promoted positively
- To report to the Academy Council Marketing and Communications Committee, as required
- To be responsible for copywriting for website, promotional literature, advertisements and PR articles, where applicable

- To be involved in supervisory duties as scheduled, and that is commensurate with the responsibilities of the post.
- To participate in the annual performance management process.
- To be alert to the health and safety of the working environment and to advise the line manager of any health and safety concerns.

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holders within this role. It is not intended to be an exhaustive list of skills, efforts, or duties, associated with the position. There may be a requirement to undertake other duties reasonably required by the line manager/principal (and after discussion with the post holder) provided the task is commensurate with the post holder's core skill competencies, knowledge and experience in the role.

Person Specification

Attribute	Essential	Desirable	Method of Assessment
Qualifications	<ul style="list-style-type: none"> • 5 GCSEs at A*-C or equivalent • Excellent numeracy / literacy skills 	<ul style="list-style-type: none"> • Degree or equivalent • Journalism or marketing qualification, such as CIM or IDM 	Certification / Application Form/Interview
Experience	<ul style="list-style-type: none"> • Proven experience in a marketing role • Evidence of professional development within marketing • Excellent understanding of media channels • Ability to liaise effectively with other organisations and agencies, to deliver outcomes • Ability to recognize potential adverse PR situations and self-confidence to act swiftly to mitigate risks to the academy • Experienced user of relevant software, such as CMS, HTML, Adobe InDesign, Photoshop, Wordpress etc. • Ability to take responsibility for tasks, prioritizing and scheduling own work to ensure deadlines are met, and responding effectively as new projects are introduced 	<ul style="list-style-type: none"> • Proven success from working in the marketing of schools • Experience of marketing a sixth form • Experience of website content management • Experience of setting up an Alumni 	Certification / Application Form/Interview/ Test

Practical Skills	<ul style="list-style-type: none"> • Excellent organisational and project management skills • Excellent information management skills including a high level of accuracy and attention to detail • Ability to create newsworthy articles from events and activities • Constantly improving own practice/knowledge through self-evaluation and learning from others • Ability to deliver high-quality projects on schedule, and to the right audiences 	<ul style="list-style-type: none"> • Experience of managing a budget 	Application Form/Interview/Test
Communication	<ul style="list-style-type: none"> • Excellent communication skills including high standards of written communication, grammar and spelling • Excellent interpersonal skills to form and maintain positive working relationships with students, their families, colleagues, and other outside agencies • Ability to express your views clearly and concisely both verbally and in writing 		Application Form/Interview/Test
Personal Qualities	<ul style="list-style-type: none"> • Flexible approach to working including reprioritizing work throughout the day, and open to change • Physical and emotional resilience, patience and reliability under pressure • Warmth, confidence and empathy informed by a clear sense of purpose for working with young people • Enjoy working in a fast-paced intellectually stimulating environment • Ability to work constructively as part of a team, understanding roles and responsibilities of the relevant team/s, and your own position within these • To be customer focused, and to ensure that a positive image of 		Application Form/Interview/Test

	the academy is reflected at all times		
Technology/IT Skills	<ul style="list-style-type: none"> • Good working knowledge of relevant software, such as CMS, HTML, Adobe InDesign, Photoshop, Wordpress etc. • Good working knowledge of social media sites and how to get the best results from use as an organisation • Good working knowledge of Microsoft Word, PowerPoint and Excel • Good working knowledge of SIMS management information system • Ability to use ICT effectively to support learning 	<ul style="list-style-type: none"> • Good database skills 	Application Form/Interview/ Test
Special Requirements	An enhanced Disclosure and Barring Service check (previously CRB check) will be required in the event of a successful applicant and two references considered by the Academy to be satisfactory must be received prior to the start date. Full details on our safeguarding procedures are available on our website.		