



## The Northumberland Church of England Academy Trust

### Job Description

<b>Post:</b>	Marketing and Communications Coordinator
<b>Responsible to:</b>	Chief Executive Officer
<b>Salary:</b>	Band 6: £25,927 - £28,226, all year round
<b>Working hours:</b>	Core hours 9.00am to 5.00pm, however flexible hours will apply due to working early mornings/late nights as required to cover events etc.

### Main purpose:

The Marketing and Communications Coordinator will have responsibility for a community role in ensuring that the positive work undertaken by the Trust is publicised to the maximum exposure, and in ensuring consistency and clarity of messaging to parents, staff and the wider community.

You are responsible for developing and updating the NCEA website, the VLE (Realsmart) and for ensuring consistency of content across all social media platforms used by NCEA.

### General Duties

- Contribute to the development of a marketing, communications and public relations strategy as part of the Trust planning process
- Consult the Director of Finance and Central Services on all media related matters, for example proactively seeking opportunities for positive media coverage, including: identifying news opportunities; advising on news stories; advising staff on media opportunities
- Ensure that all campuses are actively involved in the Trust marketing, communications and public relations strategy and support the Executive Leadership Team to deliver marketing and communication plans against the objectives laid out in the Trust's Strategic Plan
- Develop constructive and cooperative working relationships with others, and maintaining them over time
- Develop, design, or create new applications, ideas, relationships, systems or products to support the Trust
- Analysing information and evaluating results to choose the best solutions and solve problems.
- Be the guardian of the Trust brand ensuring a consistent look and feel to Trust branded documents, objects, website and social media
- Develop a structured approach to marketing the Trust's offer to grow student numbers in both main school and the sixth form in line with the strategic plan
- Support all Trust schools and staff in applying for grant and other funding to maximise the chances of success

## Specific Duties

- Create an annual marketing, communications and public relations plan that identifies key stories and themes, includes a release schedule and identifies key stakeholders to work with during the year
- Following consultation with the Executive Leadership Team prepare and issue press releases in accordance with the public relations plan and as required
- Actively pursue new public relations opportunities
- Develop a media contacts database
- Devise, organise, manage and develop a media-centric photo library across the Trust
- Develop a press cuttings service; distribute quarterly summaries to all campuses and maintain an archive of hard copies
- Act as main point of contact and manage link with VLE and website providers ensuring maximum service availability
- Ensure that website complies with the Trust brand guidelines and DfE requirements.
- Oversee the editing, updating and development of all new and existing web pages
- Ensure that all relevant website pages are reviewed, refreshed and updated in a timely manner
- Manage, and provide support for, all media and events activity at the Trust
- Get involved in the local community to ensure that the Trust is represented in a good light, this may include sponsoring corporate events or getting involved in fundraising for local charities.
- Design, write and produce articles, leaflets, 'in-house journals, publicity brochures, information for the website and promotional videos
- Prepare and publish the Trust newsletter (termly) and support the production of campus bulletins and produce in-house communications about Trust events
- Prepare the Trust brochure annually ensuring that it is appropriately updated as required
- Influence others to take up the services that the Trust can offer and increase interest in the Trust.
- Provide a written monthly update on the Trust's public relations' activities and coverage for the Executive Leadership Team including web statistics
- Manage the Marketing, Communications and Public Relations budget
- Work closely with the campus Heads to ensure the pro-active development of marketing activities in support of the Trust ethos
- Devise and coordinate photo opportunities
- Support the Director of Finance and Central Services and all campuses in seeking sponsorship and grant funding, including application support
- Undertake any other related or special tasks applicable to the post as required by the Executive Leadership Team
- Work with the Director of HR in developing the vacancy pages of the website to attract potential job seekers and develop an online application form

The person undertaking this role is expected to work within the policies, ethos and aims of the school and to carry out such other duties as may reasonably be assigned. The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed. You may be required to carry out additional duties commensurate with the level of the role.



<b>Person Specification: Marketing and Communications Coordinator</b>	<b>Essential</b>	<b>Desirable</b>
<b>Experience:</b> <ul style="list-style-type: none"> <li>Evidence of working successfully with outside agencies</li> <li>Previous experience in a public relations role</li> </ul>	✓	✓
<ul style="list-style-type: none"> <li>Excellent communication, presentation and writing skills</li> <li>Drive, competence, flexibility and a willingness to learn</li> <li>Excellent organisational and time management skills with the ability to multi-task</li> <li>Ability to cope with demanding deadlines</li> <li>Ability to relate well to children and adult</li> <li>Creativity, imagination and the ability to use initiative</li> <li>Good teamwork, analytical and problem-solving skills</li> <li>Flexibility and the ability to multi-task</li> <li>Business awareness and a good knowledge of current affairs</li> <li>Graphic design skills</li> </ul>	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	✓
<b>Knowledge &amp; Qualifications</b> <ul style="list-style-type: none"> <li>NVQ 4 in a relevant discipline e.g. communication / media studies; business/marketing</li> <li>Excellent numeracy/literacy/ IT skills</li> <li>Degree/HND subjects in relevant subject areas e.g. communication / media studies; business/marketing</li> <li>Effective use of specialist ICT packages in information management</li> <li>Working knowledge of desktop publishing packages</li> <li>Knowledge of relevant polices/codes of practice/ legislation</li> </ul>	✓ ✓ ✓ ✓ ✓	✓ ✓ ✓
<b>Physical, mental and emotional demands:</b> <ul style="list-style-type: none"> <li>Commitment to helping provide a high quality service to children and families</li> </ul>	✓	
<b>Other:</b> <ul style="list-style-type: none"> <li>Willingness to participate in training and development</li> <li>Attendance at meetings/events outside normal hours</li> </ul>	✓ ✓	