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| Trinity Multi-Academy TrustJob Description | |  |
| Job Title: | Marketing Officer |  |
| Job Scale: | Scale 5 (points 12 – 17) |  |

**BASIC JOB PURPOSE**

* To provide support in the implementation of marketing, public relations and communications strategy for three Trinity Multi Academy Trust Schools (Trinity Academy Cathedral, Trinity Academy Leeds and Trinity Academy St Edwards).
* To ensure that websites are up to date with relevant information
* To maintain social media accounts and the sharing of information to support the marketing and communication strategy.

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| **Reporting to:** | Executive Principal |
| **Responsible for:** | n/a |

**MAIN RESPONSIBILITIES**

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| **1** | To work in collaboration with the Trust Marketing Co-ordinator to implement the marketing, public relations and communications strategy. |
| **2** | To ensure the academy websites is regularly updated and relevant information is displayed. |
| **3** | To maintain social media accounts for the designated academy’s, ensuring that information is shared in an appropriate and professional manner to support marketing campaigns. |
| **4** | To assist in the creation and production of professional marketing materials. |
| **5** | To support in the planning and delivery of marketing events and exhibitions. |
| **6** | To maintain communication with clients and service providers as needed to provide marketing materials and answer queries and questions. |
| **7** | To conduct market research where required, and support in the analysis of data. |

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| Other Specific Duties: |
| * All staff are expected to demonstrate consistently high standards of personal and professional conduct and maintain high standards of ethics and behaviour, within and outside school. * Treat all students within the Trust with dignity, observe proper boundaries and understand that every adult in the Trust has a responsibility to safeguard children and young people. * To continue personal professional development as required * Attend staff and other meetings and participate in staff training and development events as required * To actively engage in the performance review process * All support staff may be used to perform appropriate duties as and when required by the Trust, commensurate with the salary grade of that post if it is higher than the employee’s current salary * To work in the best interests of the Trust, students, parents and staff * To adhere to policies and procedures with particular reference to Child Protection, Equal Opportunities, Teaching and Learning and Health and Safety * To work flexibly, including some evening work, and to travel, as required, to meet the needs of the role * To work at locations across the academy Trust, as required.   Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.  This job description is current at the date shown, but, in consultation with you, may be changed to reflect or anticipate changes in the job commensurate with the grade and job title. |
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| **PERSON SPECIFICATION** | | |
| **Job: Marketing Officer** | | |
| **KEY CRITERIA** | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications & Experience** | * A minimum of 5 GCSES (grade A-C), or equivalent, including English and Maths. * Excellent IT skill with experience of using a range of IT packages including software designed to support marketing and design. * Experience of working within a similar role where you have supported the external marketing of an organisation | * Marketing qualification * Experience of updating websites * Experience of maintaining social media sites for an organisation |
| **Knowledge & Understanding** | * An understanding of social media platforms * Knowledge of administration systems and general office procedures |  |
| **Skills & abilities** | * Ability to communicate effectively to a range of audiences (internal and external) * Customer service skills, in person at events and over the telephone * Excellent attention to detail and accuracy * Able to organise, plan and complete tasks to meet deadlines * Able to work on own initiative with little supervision * Work as an effective team member and apply given instructions * Able to apply written and verbal instructions * Able to organise, plan and complete tasks * Seek support and advice when necessary |  |
| **Personal Qualities** | * Adaptability to changing circumstances/new ideas * Reliability * Flexibility to support different teams * Flexibility in working hours to support external events (notice will be given) * Will seek support and advice when necessary |  |