



Highclare School

Media Co-ordinator Job Description

Job Purpose

As a member of the Admissions and Communications team, within Highclare School support staff, the post holder will be responsible for carrying out marketing and communications support within the School.

Duties and Responsibilities

- Source and upload information to the School website and in-house digital communication platforms including the virtual learning environment and the streaming service to our school receptions, keeping information and structure up to date
- Produce in-house designs for posters, leaflets, power-points and open events and promotional material
- Collate and prepare publications as necessary
- Manage, develop and expand the School's social media platforms.
- Support the Admissions and Communications Manager in researching market trends, demographics and other relevant information to enable strategic decision making as required.
- Working with the Head and Admissions and Communications Manager, develop and deliver the schools marketing strategy and ensure it is communicated to all stakeholders
- Support the admissions team with school-in-action weeks and open events
- Manage the School Comms facility and further develop its use in the school
- Ensure all marketing communications to staff, parents and pupils are timely and appropriate.
- Ensure legal compliance is adhered to in relation to GDPR in the school's marketing communications
- Assist with admissions work as directed by the Admissions and Communications Manager.
- Take photographs at selected school events as directed by the Admissions and Communications Manager
- Carry out general administrative work as required.

- To adhere to the ethos of the school
 - To promote the agreed vision and aims of the school
 - To set an example of personal integrity and professionalism
 - Attendance at appropriate staff meetings and PLD events as required.
- To carry out any other duties commensurate with the grade in order to ensure the smooth running of the school.

This list is intended to be comprehensive but it is not exhaustive

Highclare School is committed to safeguarding and promoting the welfare of its pupils. There is a legal requirement to provide satisfactory replies to the Disclosure and Barring System,