

Marketing & Design Officer Job Description



JOB TITLE: Marketing & Design Officer
REPORTS TO: Head of Finance
SALARY: £20,000-£25,000 (FTE)

JOB PURPOSE:

The Marketing & Design Officer will undertake responsibilities as a member of the Central Trust Team to provide efficient and effective support to meet the Trust's Marketing and design responsibilities. They will work closely with the Chief Executive / Head of Finance to deliver marketing materials to be used in print and online across the Trust.

This post is intended to grow with the Trust and the number of hours per week may increase throughout the contract.

The post holder should have a portfolio of work to present if they are invited to interview.

Values and behaviour

The post holder plays a vital role in supporting the Trust to ensure that Trust staff make the education of their pupils their first concern and are accountable for achieving the highest possible standards in work and conduct. All members of staff must act with honesty and integrity; have strong knowledge within their field, keep their knowledge and skills up-to-date and are self-critical; forge positive professional relationships; and work with parents in the best interests of the pupils in our academies.

Personal and professional conduct

The post holder is expected to demonstrate good standards of personal and professional conduct. The following statements define the behaviour and attitudes which set the required standard for conduct throughout your career.

It is important to maintain high standards of ethics and behaviour, within and outside the Trust, by:

- treating pupils with dignity, building relationships rooted in mutual respect, and at all times observing proper boundaries appropriate to your position;
- having regard for the need to safeguard pupils' well-being, in accordance with statutory provisions;
- showing tolerance of and respect for the rights of others and not undermining fundamental British values, including:
 - democracy, the rule of law, individual liberty and mutual respect, and
 - tolerance of those with different faiths and beliefs;
 - ensuring that personal beliefs are not expressed in ways which exploit pupils' vulnerability or might lead them to break the law.

All staff must have proper and professional regard for the ethos, policies and practices of the school in which they work and maintain high standards in their own attendance and punctuality.

PRINCIPAL RESPONSIBILITIES/DUTIES

Design

- Designing new and updating current literature following corporate branding guidelines

- Creating new brand collateral for Trust academies, including concept development within the Adobe Creative Suite
- Designing eShots and online adverts
- Responsibility for developing a strong brand across all platforms, content (internal and external) and media
- Designing and producing in-house marketing collateral
- Producing and designing promotional material for academy open days and events
- Work with internal teams to generate ideas for pitching and proposals
- Providing quality control over own work
- Working with other team members to deliver projects and activity to deliver against deadlines

Social Media

- Develop and maintain social media accounts for THAT and other Trust academies
- Assist the Lettings and Income Manager in creating a social media school alumni group
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and blog layout)
- Place adverts on social media channels analysing the campaigns success for Senior Managers
- Stay up-to-date with current technologies and trends in social media, design tools and applications

SKILLS & COMPETENCES

- You will be able to evidence sound experience and use of Adobe Creative Suite - InDesign, Photoshop, Illustrator
- Experience of web design tools or Wix would be an advantage
- A degree-level professional qualification or relevant experience in graphic design
- Excellent interpersonal and communication skills
- Attention to detail and accuracy
- Skilled in designing new material that fits its target audience
- Self-motivated, highly organised and able to work to demanding deadlines
- Ability to manage own workload including logging hours and activity related to each academy
- A positive and proactive attitude

Other Duties

- Contribute to the Trust's culture and development by:
 - Ensuring that you fulfil your professional responsibilities in relation to financial matters and are carrying out duties effectively.
 - Attend meetings where requested;
- Share good practice across the Trust and designated academies;
- Take responsibility for your own well-being;
- Participate in appropriate induction programmes to new staff and provide excellent support for those members of staff who are new to a Trust/Academy environment.
- Take responsibility for your own career choices and actively seek CPD opportunities.
- Participate in appraisal and the achievement of targets set which will be robust and measurable. Request adequate support to achieve these targets if this is appropriate.

Salary

The Successful candidate will receive a starting salary in the range of £20,000 - £25,000 (FTE) dependent on the qualification and experience.

Generic Duties relevant to all members of staff

1.1 The Trust

The ethos of the Trust is included within the strapline “Striving for progress, excellence and positive change”. All staff are expected to be committed to this aim in everything they do.

It is expected that all staff work collaboratively as members of the Trust to share good practice, resources and ideas and realise the Trust’s visions and aims. All staff should act with professional integrity at all times, following the “Code of Conduct”.

As a member of the Trust your role will be based at the Trust central office. However, you may be asked to work at any of the other academies within the Trust or partner schools and you should expect to travel between sites as required.

1.2 Teaching and Learning

This is our core business and therefore it is an absolute priority. Although this role is not a direct teaching role you are expected to support all teaching staff, irrespective of seniority, to ensure they concentrate on the core business. This may mean undertaking tasks outside of your area of responsibility where required.

1.3 ICT

It is expected that all teaching and support staff follow the ICT Vision of the Trust.

All staff will be expected to utilise ICT and to improve communication and reduce paper use. Security procedures must be followed when using ICT systems.

All staff are expected to follow (and ensure students follow) the procedures as laid out in the Trust’s Acceptable Use Policy. Staff are also expected to ensure that they follow Trust policies with regard to professional conduct when using ICT systems or Trust ICT equipment.

1.4 Health and Safety

Employees are required to work in compliance with the Academy’s Health & Safety Policies and under the Health and Safety At Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the Trust.

In order to ensure compliance, procedures should be observed at all times under the provision of safe systems of work through safe and health environments, including information, training and supervision necessary to accomplish those goals.

1.5 Safeguarding

The Howard Academy Trust is committed to safeguarding and promoting the welfare of children and young people and all staff must ensure that the highest priority is given to following the guidance and regulations to safeguard children and young people. All staff are to have due regard for safeguarding and promoting the welfare of children and young people and to follow the child protection procedures adopted by The Howard Academy Trust. Any safeguarding or child protection issues **must** be acted upon immediately by informing the Designated Child Protection Officer.

This job description forms part of the contract of employment of the person appointed to the post. The duties, responsibilities and accountabilities highlighted in this job description are indicative and may vary over time

at the discretion of the Trust. This job description will be reviewed annually and is an integral part of the Appraisal and line management process.

Marketing & Design Officer Person Specification

Requirement	Essential or Desirable?
General Requirements	
Good general education- including good written and verbal communication	Essential
Excellent ICT skill	Essential
Able to work well within a team	Essential
Able to work under pressure	Essential
Good organisational skills	Essential
Able to work accurately and with attention to detail	Essential
Ability to work on own initiative “self starter”	Essential
Good communication skills, both written and oral	Essential
Willing to develop personal skills through training, a proven commitment to CPD	Essential
Flexible and adaptable	Essential
Knowledge and understanding of why safeguarding is important in the Academy setting	Essential
Post Specific Requirements	
Excellent working knowledge of Microsoft Excel, Word and other Microsoft Packages	Essential
Experience working with Adobe Creative Suite	Essential
Experience working with web content management systems	Essential
Experience of working in the academy sector at primary, post primary or MAT level.	Desirable
Experience in creating video-based content	Desirable