

GLC Marketing and Visual Design Officer

Job Description

Job Title	GLC Marketing and Visual Design Officer
Grade	GLC Point 20-24 [FTE £23,412 – 26,346]
Reports to	CEO
Liaison with	Head of School, teaching staff, support staff, pupils.
Job Purpose	To develop, promote and maintain the GLC brand and to provide an efficient and effective design and visual resource services to the 5 GLC academies
Principal Accountabilities	<ul style="list-style-type: none"> - To develop an annual marketing strategy for the GLC and its individual schools; - To ensure a high PR profile for the GLC and its individual schools through regular press releases, events and other materials; - To ensure that all design, visual resources, printing and finishing for the GLC academies is presented correctly and completed within the agreed deadline; - To ensure that the visual environment for each GLC academy is of the highest order - To develop visual aids and learning resources [from materials provided by teachers across the GLC - To organise and manage the workload setting clear, realistic expectation for all schools.

Marketing

The post holder will:

- Promote the GLC and its academies to ensure the we have a high standing within the community and that GLC academies are the first choice school for local families. Design and produce a wide range of promotional materials including brochures, prospectuses, press releases etc in a range of printed and digital formats;
- Develop a positive GLC brand through social media;
- Develop positive relationships with local business and community groups for the benefit of the GLC;
- Develop an alumni group to promote the GLC and bring benefits to current pupils;
- Promote the values of the GLC [particularly All Different: All Equal] across the community and more widely;
- Contribute to creating an outstanding learning environment within each academy.

Design and Visual Resources

The post holder will:

- Have oversight of all external GLC publications ensuring standardisation across the GLC
- Design and produce all marketing materials as required;
- Oversee the visual environments across the GLC;
- Developing visual aids and learning resources across the GLC in liaison with teachers;
- Maintain oversight of the screens in the social areas of each academy;
- Maintain oversight of the GLC screen savers [in liaison with the IT team];
- Take photographs and video as required
- Design and oversee the production of documents including
 - GLC and academy brochures;
 - Site maps for each academy;
 - Prospectuses for each academy;
 - Year 11 Yearbook;
 - Year 6 Leavers Books;
 - Year 8 Options Booklets.
- Design visual resources for reward and sanction systems e.g. certificates, reward charts, behaviour charts etc.
- Ensure website compliance and oversee the design of Google sites.

General

The post holder will:

- Undertake any training commensurate with the post;
- Follow all GLC policies and maintain the values and high standards of the GLC;
- Be aware of and comply with current copyright legislation relating to photocopying and audio-visual recording;
- Participate in the performance and development review process, taking personal responsibility for identification of learning, development and training opportunities in discussion with line manager.
- Comply with individual responsibilities, in accordance with the role, for health & safety in the workplace;
- Ensure that all duties and services provided are in accordance with the School's Equal Opportunities Policy;
- Perform pupil supervision duties as required;

The GLC Board of Directors is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.

The duties above are neither exclusive nor exhaustive and the post holder may be required by the CEO to carry out appropriate duties within the context of the job, skills and grade.