

Job Description

Job Title:	Communications and Community Liaison Officer
Location:	Tendring Technology College
Hours of work:	37 hours per week
Salary:	NJC 10 £21695 per annum FTE
Weeks per Year:	39 weeks (term time only) + 1 week to be agreed
Reports to:	Senior Leader

Purpose of the Role:

As Communications and Community Liaison Officer, your role will involve developing, implementing and reviewing the school communications and Community Liaison initiatives which will include school newsletters, parent communications, events, website development and digital marketing.

The Communications and Community Liaison Officer will play a central role in demonstrating real change is under way at Tendring Technology College, with significantly improved communication from the College to parents and the community. Ensuring that communication is timely, accurate and tonally right will be key to the success of this role.

Responsibilities

- To share information quickly and effectively among students, parents and staff.
- To work closely with the Senior Leadership Team (and Executive Principal in particular) to establish a regular drumbeat of positive communication about the College and highlighting improvements that are being made.
- To ensure the College is responsive to incoming queries from parents and the community and to demonstrate transparency in how the College communicates about progress made and areas still to develop.
- To write the weekly newsletter and ensure that it meets the preferences and needs of parents on both campuses.
- To maintain the school website so that it is statutorily compliant and an effective marketing tool
- To work with the TTC Community Group, to organise community events and activities including assisting with the planning of open days, sports, hospitality and other events.
- To ensure regular Parent Community Group meetings are organised and communicated to parents.
- To identify, build, develop and strengthen relationships with all stakeholders including business and community groups.
- To organise Year 7 and Year 9 transition events.
- Provide content for marketing campaigns, producing literature/merchandise including copywriting/proofreading.
- To actively monitor and engage with all forms of social media on a daily basis (e.g. Facebook, Twitter etc.) to support College wide activity to ensure attendance at TTC events and programmes is on target.
- To lead on community engagement activities and initiatives, such as competitions, visiting speaker programmes etc.
- To work with AET communications team to generate newsworthy stories for local media and digital media.
- To ensure data capture from various sources (web, events, schools, open evenings etc.)
- To produce marketing videos and photos that represent progress made at TTC.
- To support the Senior Leadership Team with the production of TTC prospectuses and online marketing communications.
- To assist with the organisation of TTC promotional activities within the community.
- To update publicity databases to ensure they represent an effective marketing resource.
- To support reprographics with whole school displays and reprographics, creating posters, certificates and ordering stock.

- To work as part of the school administration team when required assisting with general office duties such as answering telephones, reception desk duties and other administration duties as required.
- To be aware of and comply with all TTC policies and procedures including child protection, health and safety, security, confidentiality and data protection.
- To input and retrieve data from the TTC's management information systems as required.
- To undertake any other duties within the scope and functions of this grade as required.

Our values:

The post holder will be expected to operate in line with our values which are:

- Be unusually brave
- Discover what's possible
- Push the limits
- Be big hearted

Other clauses:

1. The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment.
2. This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed.
3. The job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification or amendment at any time after consultation with the holder of the post.
4. This job description may be varied to meet the changing demands of the academy at the reasonable discretion of the Principal/Group/Chief Executive
5. There may be occasions when it will be necessary to cover other Administrative roles within the academy or to work with the administrative team when there are peaks and pressing issues.
6. This job description does not form part of the contract of employment. It describes the way the post holder is expected and required to perform and complete the particular duties as set out in the foregoing.
7. Postholder may deal with sensitive material and should maintain confidentiality in all academy related matters.

Safeguarding

We are committed to safeguarding and protecting the welfare of children and expect all staff and volunteers to share this commitment. A Disclosure and Barring Service Certificate will be required for all posts. This post will be subject to enhanced checks as part of our Prevent Duty.

Equality, Equity, Diversity and Inclusion

At AET, we want all of our employees to feel included bringing their passion, creativity and individuality to work. We value all cultures, backgrounds and experiences, and we truly believe that diversity drives innovation. Join our family and help us inspire every child to choose a remarkable life.

Person Specification

Job Title: Communications and Community Liaison Officer

General heading	Detail	Essential requirements:	Desirable requirements:
Qualifications	Qualifications required for the role	<ul style="list-style-type: none"> GCSE Maths and English (Grade A-C) or equivalent. Other relevant GCSE or A level qualifications for the role. 	<ul style="list-style-type: none"> A degree in Marketing or any other relevant qualification. Experience of working in a customer facing role.
Knowledge/Experience	Specific knowledge/experience required for the role	<ul style="list-style-type: none"> Safeguarding/child protection. Ability to use Microsoft Office including Word, Excel and Outlook or equivalent. Ability to use publishing software: <ul style="list-style-type: none"> * Google Platforms * Pages * Adobe InDesign 	<ul style="list-style-type: none"> Experience of working within the Education Sector. Ability to write letters and emails. Ability to communicate with people at all levels. Ability to use initiative to deal with telephone calls and staff queries in a professional manner. Proficient on Apple Mac.
Skills	Line management responsibilities (No.)	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none">
	Forward and strategic planning	<ul style="list-style-type: none"> Good organisation skills 	<ul style="list-style-type: none">
	Abilities	<ul style="list-style-type: none"> Work effectively as part of a team. Ability to work independently. Have strong interpersonal skills. Ability to be proactive and prioritise work. 	<ul style="list-style-type: none">

		<ul style="list-style-type: none"> • Ability to be able to manage own time effectively. • Respond well to a changing environment. 	
Personal Characteristics	Behaviours	<ul style="list-style-type: none"> • Energy, enthusiasm, determination and an insistence on high standards • Be able to work under pressure, prioritise and manage time effectively 	
	Values	<ul style="list-style-type: none"> • Ability to demonstrate, understand and apply our values <ul style="list-style-type: none"> ○ Be unusually brave ○ Discover what's possible ○ Push the limits ○ Be big hearted 	
Special Requirements		<ul style="list-style-type: none"> • Understand and comply with procedures and legislation relating to confidentiality and Data Protection. • Successful candidate will be subject to an enhanced Disclosure and Barring Service Check • Right to work in the UK • Show a commitment to promoting the welfare and safeguarding of children and young people • Show a commitment to providing a fair, equitable and mutually supportive learning and working environment for our children & young people and staff 	