

Role Profile

Marketing Officer

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| Role Summary: | To have responsibility for all marketing functions of the school. To help promote our school’s ethos, achievements, and community engagement. The role will include managing digital communications, supporting fundraising activities, and building relationships with local businesses and community groups to drive lettings and income generation. |
| Site: | Undershaw and Tower Road sites |
| Annual Salary: | Band 7 FTE £32,512-£34,654 – (actual £15,939 - £16,989) |
| Hours: | Part time, term time only + 2 weeks 20 hours per week (there is some flexibility around hours but our core working day is 8.20am – 4.30pm Mon-Thurs and 8.20am – 3.40pm Fri) |
| Terms: | Permanent (6 months probationary period) |
| Responsible to: | School Business Manager |

Key Responsibilities:

Marketing Strategy:

- To work closely with senior leadership team and stakeholders to develop and implement a comprehensive marketing plan that aligns with the school’s goals and values.
- To support the HR Manager in creating a recruitment strategy.

Website & Digital Content Management:

- To oversee and manage the school’s website, ensuring content is up-to-date, compliant, engaging, and reflective of the school’s values.
- To lead on ad hoc website development projects and ensure updates are delivered on time and within budget.

Social Media Management:

- To create and curate engaging content for the school’s social media platforms (Facebook, Instagram, Twitter, etc.), ensuring regular updates that promote school activities, events, and achievements.
- To recruit and support a small team of ‘Student Social Media Reps’ to ensure a presence of student voice on our social media platforms.
- To manage and grow the school’s LinkedIn profile to engage with professional networks, stakeholders and Alumni.

Fundraising & Events Support:



Undershaw

- To support school events, fundraising activities, and community initiatives by creating and managing promotional materials, generating appropriate messaging, and ensuring consistent communication across channels.
- To work in collaboration with the school's fundraiser as required.

Digital Tools & Communications:

- To monitor and manage the school's use of digital communication tools (email newsletters, social media, blog posts etc.) to maintain consistency in messaging and to promote the school's values.
- To lead on the development of a school prospectus.
- To track and analyse engagement metrics to continually refine strategies.
- To liaise with school staff to generate the regular spotlight publications; curriculum, therapy, reading, pastoral etc.
- To support school staff with the creation of a range of marketing materials, if needed.
- To lead on the development of school films to reflect Undershaw's position as a Centre of Excellence for SEND Education.
- To support the HR Manager in creating resources for recruitment processes and ensuring that adverts and publications are on brand and effective.
- To support the Senior Leadership Team to ensure that all policies and protocols are presented in a uniform and agreed format.

Lettings & Community Engagement:

- To proactively generate lettings of school facilities by building strong relationships with local businesses, community groups, and stakeholders.
- To promote lettings opportunities through targeted marketing efforts and ensure that the income generation strategy is met.

General Commitment to the Role:

- Commitment to working to and maintaining the highest level of confidentiality at all times
- Willingness to conform to the school's aims and policies
- Flexibility in approach to deal with emergency situations
- Awareness and understanding of Safeguarding and Child Protection issues
- Awareness of Health & Safety and Equality of Opportunity in the workplace
- Actively support in the Safeguarding and Wellbeing of all stakeholders
- Ensure compliance with General Data Protection Regulation (GDPR)

Equal Opportunities and School Vision:

- Ensure and display commitment to the implementation of the school vision and ethos.
- Always remain committed to the school's policies and ensure these are followed.
- Support and participate in raising of levels of achievement for all our students.

Safeguarding



- Set the highest standard of example in terms of safeguarding and professional behaviours in line with the most up to date guidance, including KCSIE and WTTSC and supporting with embedding these within the culture of the school

Other

To carry out any other duties as identified by the Headteacher commensurate with the grading and level of responsibility of the post.

Note: this job description is not your contract of employment, or any part of it. It has been prepared only for the purpose of school organisation and may change either as your contract changes or as the organisation of the school is changed. Nothing will be changed without consultation. This document will be reviewed annually.

Marketing Officer Person Specification

| Criteria | Essential | Desirable |
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| Education & Qualifications | <ul style="list-style-type: none"> • A degree or relevant qualification in marketing, communications, or a related field. | <ul style="list-style-type: none"> • Further qualifications or training in digital marketing, SEO, or social media management. |
| Experience | <ul style="list-style-type: none"> • Proven experience in marketing, communications, or public relations. • Experience managing websites, including CMS platforms. • Experience managing social media accounts and creating engaging content for various platforms (e.g., Facebook, Instagram, LinkedIn). | <ul style="list-style-type: none"> • Experience working in a school, educational setting, or non-profit organisation. • Experience creating and executing successful fundraising campaigns. • Experience working with external stakeholders, such as community groups and local businesses. |
| Skills & Abilities | <ul style="list-style-type: none"> • Excellent written and verbal communication skills, with strong copywriting ability. • Conscientious with good attention to detail • High professional standards, judgment, discretion and ability to maintain confidentiality. • Strong organisational and time-management skills, with the ability to manage multiple tasks and meet deadlines. • Ability to tailor messaging and content for different audiences (students, parents, local community, stakeholders). | <ul style="list-style-type: none"> • Graphic design skills, including proficiency in design software (e.g., Canva, Adobe Creative Suite). • Photography or video editing skills for creating digital content. • Ability to analyse and interpret engagement metrics (e.g., web analytics, social media insights) and use data to improve marketing strategies. |



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| IT & Digital Skills | <ul style="list-style-type: none">• Proficient in managing websites, using CMS platforms such as WordPress or similar.• Skilled in using social media tools (Facebook, Instagram, LinkedIn, etc.) for content creation and community engagement. | <ul style="list-style-type: none">• Familiarity with email marketing tools (e.g., MailChimp) and CRM systems.• Knowledge of SEO and Google Analytics. |
| Knowledge | <ul style="list-style-type: none">• Understanding of key marketing principles and strategies.• Awareness of safeguarding and data protection policies (GDPR) in relation to communications and marketing. | <ul style="list-style-type: none">• Knowledge of SEND (Special Educational Needs and Disabilities) and how to effectively communicate within this context. |
| Personal Attributes | <ul style="list-style-type: none">• Highly motivated and proactive with a positive attitude and strong work ethic.• Collaborative and able to work effectively with a range of stakeholders, from senior leaders to external community groups.• Ability to work independently and take ownership of projects while ensuring alignment with school goals. | <ul style="list-style-type: none">• Creative and innovative approach to problem-solving and content generation.• A passion for supporting education and young people with SEND. |
| Other Requirements | <ul style="list-style-type: none">• Suitability to work with children (A full DBS will be applied for)• Patient and resilient• Good sense of humour• Commitment to the values and ethos of the school.• Willingness to attend school events outside of regular working hours if required.• Strong attention to detail and accuracy in all communications and materials. | <ul style="list-style-type: none">• Driving license and own transport |