

Role Profile: Social Media and Comms Coordinator



HYDESVILLE TOWER SCHOOL

Purpose

The Social Media and Comms Coordinator will support the school's communications across several channels including social media, newsletters, and publications. They will contribute towards all aspects of marketing at the school and will ensure all content aligns with the school's brand values, ensuring collateral is aligned with the brand guidelines. The successful candidate will drive forward a dynamic social media presence to showcase the school in a positive manner. The role will also require attendance and operational input to support the Admissions Manager with key school recruitment events such as open days.

The role will support the wider marketing strategy as set out by the Head and Pod Marketing Manager which will ensure the school is represented, in line with an agreed strategic positioning and clear ethos to ensure the maximum number of enquiries and leads are provided to the admissions team.

Key Accountabilities

Communications and Creative Content

- Manage the school's social media accounts
- Create social media posts and editorial content
- Design communication and promotional materials
- Assist with the production of school publications such as prospectus, parent handbooks, and welcome guides
- Collate and edit the school newsletter
- Oversee stock of printed publications and merchandise
- Update and manage online directories and listings
- Capture and collate photography and video to be used in comms/social media
- Support maintaining the website

Admissions Support

- Assist in the organisation and implementation of events that promote the school to prospective parents through recruitment events
- Assist with email campaigns for stakeholders within the pipeline
- Assist with tours for prospective families in the absence of the Admissions Manager

General

- Support admissions and marketing activity within the school
- Provide support to the Head Teacher, Admissions Manager, Pod Marketing Team

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Person Specification

| | Essential | Desirable |
|--------------------------------|---|------------------|
| Skills and Capabilities | <p>Excellent written and oral communication skills with the ability to make an emotional connection through communication</p> <p>Strong creative skills to include design and photography</p> <p>Ability to work well with others</p> <p>First class organisational and administrative skills</p> <p>Ability to remain calm under pressure with an organised approach to tasks, with attention to detail</p> <p>App skills: Canva, META, LinkedIn Excel, Word, PowerPoint, and Outlook skills</p> | |
| Qualifications | No specific qualifications | |
| Experience | <p>Experience of supporting communication campaigns including newsletters, proof reading, and content creation</p> <p>Experience in Marketing and/or Brand Management</p> <p>Previous experience of working in a complex, busy, service-driven culture: ideally within Education</p> <p>Experience of managing professional social media accounts</p> <p>Experience of providing a customer focused service</p> | |
| Attributes | <p>A self-starter who can operate with autonomy and learns quickly</p> <p>Dedication to exceeding customer’s expectations, through delivery of gold standard service</p> <p>A keen eye for detail and an interest in brand guardianship</p> | |

Key Stakeholders:

Internal – Pod / Marketing Team / School Support Centre / Teaching & Support Staff / Senior Leadership Team

External – Parents / Alumni

The Key Accountabilities listed above are not exhaustive and may be varied from time to time as dictated by the changing needs of Cognita. In this case, any significant changes or variations will be consulted with the post holder before undertaking these responsibilities.

To be signed and dated by employee:

Signed:

Name (print):

Date: