



#### Job Description

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| <b>JOB TITLE</b>       | <b>School Communications Officer</b> |
| <b>JOB FAMILY</b>      | Thinking Creative                    |
| <b>SALARY GRADE</b>    | TSAT Paygrade 4                      |
| <b>REPORTING TO</b>    | Communication & Marketing Manager    |
| <b>RESPONSIBLE FOR</b> |                                      |

#### Job Purpose

To work within the Communications Team assisting with our Trust and schools' communications and PR strategy. You will work cross-functionally to help communicate on behalf of our schools and Senior Leadership Teams creating specific communications for digital and print campaigns.

As an effective communicator you will be responsible for raising the profile of both the Trust and our school brands. You will work to actively promote the vision and values of the organisation and ensure campaigns are communicated with impact.

You need to be confident and approachable to work with a range of stakeholders at all levels within schools including parents, teachers and key staff across Kent, Hampshire and Devon.

You will be solution focused and have the ability to increase engagement across all our channels; taking complex issues and explaining them in person and also via well written simple blog/news posts, FAQs, video scripts and more.

Taking a lead on delivery of school communications and PR strategy you will work closely with the HT / SLT to actively promote the vision and values of the organisation and ensure their work is communicated effectively.

You'll need to be well organised and solution focused to have the ability to manage multiple ongoing priorities with a focus on driving results. You will be resilient - accepting and learning from mistakes and help build future solutions for a growing team.

This role is pivotal to ensuring the Trust's purpose and campaigns are delivered effectively as well as building on its trusted reputation.

#### Duties and Responsibilities

##### Communications

- Delivering communications plans outlining key messages throughout the year
- Working in line with the Trust annual calendar, effectively engage stakeholders with key messages for campaigns



- Managing School and Trust social media accounts. Ensure that these are regularly updated to communicate key messages and share relevant and interesting content whilst still maintaining our brand identity and tone of voice
- Sourcing content to include within the regular newsletters, compiling the copy and ensuring the newsletters are distributed
- Work with all stakeholders to create engaging content for all channels to ensure that our communications are representative of our membership
- Responsible for ensuring that engagement with our social media channels rises
- Working with the Design Team to assess, create and update the content of our social media, ensuring that the pages are informative, helpful and engaging
- Writing content for our websites ensuring that the content is relevant and up to date. Deliver a smooth user journey to assist in increasing traffic

#### **General**

- Build and maintaining excellent working relationships with PAs, Office Managers, Headteachers and SLT by keeping in regular contact via e-mail, telephone or in person, offering advice, solutions and information
- Monitor the communications inbox
- Develop excellent working relationships with TSAT central managers, staff and teams
- Occasional other duties may be required

#### **Quality**

- A focus on ensuring work is delivered to the highest quality
- To protect our team reputation by quality assuring all work
- Ensuring that workflows are professionally managed with inbuilt time for quality assurance
- Support a team culture to only submit work that is on brand and of the highest quality
- Assist the team with SPAG checks to develop members into being their best selves.

#### **Timely**

- Responsibility for ensuring work is delivered in a timely manner

#### **Community**

- Maintain confidentiality inside and outside the workplace
- Understand and apply Academy policies
- Appreciate and support the role of other professionals
- Support ethos and vision of Academies in their wider communities
- Participate in training and other learning activities and performance development as required

#### **Partnership & Events**

- Support Trust ethos and vision in the wider community
- Support with the administration of Trust incentives and events



- Attend and support School and Trust wide events

#### Generic Duties relevant to all members of Staff

##### **Working with colleagues and other relevant professionals**

- Communicate effectively with other staff members, customer and service users
- Collaborate and work with colleagues and other relevant professionals within and beyond the Trust
- Develop effective professional relationships with colleagues

##### **Professional development**

- Help keep their own knowledge and understanding relevant and up-to-date by reflecting on their own practice, liaising with their line manager and identifying relevant professional development to improve personal effectiveness
- Take opportunities to build the appropriate skills, qualifications, and/or experience needed for the role, with support from the Trust
- Take part in the Trusts appraisal and performance management procedures

##### **Personal and professional conduct**

- Uphold public trust in the education profession and maintain high standards of ethics and behaviour, within and outside school
- Have proper and professional regard for the ethos, policies and practices of the Trust, and maintain high standards of attendance and punctuality
- Demonstrate positive attitudes, values and behaviours to develop and sustain effective relationships with the Trust community
- Respect individual differences and cultural diversity

##### **The Trust**

- The ethos of our Trust is “Transforming Life Chances”. 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”.
- You will be based at the Chatham TSAT Hub . However, you may be asked to work at any of the other Hubs within the Trust and you should expect to travel between sites as required.



### **Teaching and Learning**

- This is our core business and therefore it is an absolute priority. 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.

### **Customer Service**

- At TSAT customer service is paramount to our way of work; All staff will be required to mirror our philosophy and take pride in offering a fantastic customer experience to all stakeholders modelled on our four Customer First Values - Trusted, Solution Focused, Approachable & Timely

### **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 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.

### **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.

### **Safeguarding**

- The Thinking Schools 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 Thinking



Schools Academy Trust. Any safeguarding or child protection issues **must** be acted upon immediately by informing the Designated Safeguarding Lead.

**Data Protection**

- The Thinking Schools Academy Trust takes the responsibility of protecting and securing the data of Pupils, Staff, Parents and all associated individuals very seriously. The Trust requires all staff to complete data protection training and to adhere to its Data protection policies and procedures. All staff must ensure that if they suspect a data breach they must inform the Trust Data Protection officer immediately.

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.

The duties and responsibilities in this job description are not restrictive and the post-holder may be required to undertake any other duties that may be required from time to time. Any such duties should not however substantially change the general character of the post.

I understand and agree to the job description

Name:

Signed:

Date: