



ST. EDWARD'S
OXFORD

JOB DESCRIPTION

COMMUNICATIONS AND CONTENT ASSISTANT

Reports to	Assistant Head of Communications
Responsible to	Head of Communications
Contract	Permanent
Salary	The current salary is £27,000 per annum. Salaries are reviewed annually by the School with increases effective from 1 st September.
Contracted hours	Full-time, working 37.5 hours per week, all-year round. A flexible attitude is required regarding hours of work, to meet the demands of the role.

1. Role purpose

St Edward's School is one of the foremost co-educational boarding and day schools in the UK. Recent innovations and advances in curriculum development, academic results and in the wider life of the School have fuelled the current period of significant momentum and expansion. We now seek an enthusiastic, creative and efficient Communications and Content Assistant with an interest in all aspects of marketing and communications to work within the Communications Department, creating content for both digital and print media.

2. Role dimensions and scope for impact

The Department is responsible for increasing awareness and understanding of St Edward's among all key audiences, communicating with and marketing to the school community, current parents, prospective parents, friends of the School, the media and the local community. St Edward's has a reputation for creative, high-quality marketing and communications output, and the Communications and Content Assistant role is an exciting opportunity for someone looking to build on existing skills. This role may suit a recent graduate eager to enter the communications and marketing sector and there would be scope for career development within the team.

The Communications Department comprises the Head of Communications, the Assistant Head of Communications, a Communications Manager (Design), a part-time Communications Manager (Media), one part-time Communications Project Manager and one full-time Communications and Content Assistant (this role).

3. Principal accountabilities

Core Responsibilities

- To create the weekly e-newsletter distributed to over 2,500 parents, staff and pupils, published via Mailchimp, collating news stories and images.
- To assist in the creation of the School's social media content, to celebrate the School and support recruitment.
- To capture life at St Edward's by photographing and filming events and activities and to assist with the production of photography and video content, working with external photographers and videographers. Sometimes this work falls outside of the normal working hours and so a flexible attitude is required.
- To carry out basic graphic design work for the School, producing simple posters, eBoard slides and invitations, using programs such as Canva, Photoshop and InDesign (training will be provided).
- To contribute to the School website as required using Wordpress (training will be provided).
- To assist with the generation of print and digital marketing collateral in support of school objectives and events such as Open Days.
- To assist with the coordination of school events.
- To maintain the School's profile within educational directories such as Talk Education, Muddy Stilettos and Tatler Schools Guide, whether online or in print, ensuring that all information published about the School is up-to-date and accurate.
- To liaise with colleagues across the School, such as The North Wall Arts Centre, our Beyond Teddies team (who look after partnerships, community events and fundraising), and our Academic, Art, Commercial and Sports Departments, among many others, to generate content to promote their work in line with the School's strategic objectives.
- To contribute to the school magazine and other publications as necessary.
- To ensure consistency of branding and to ensure that the School's brand guidelines are understood and upheld.
- To keep track of stock levels of marketing materials available to the Registry team.
- To provide administrative and general support to the Communications Department.

Other duties

- Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be specifically identified. You may therefore be required to undertake other tasks and duties commensurate with the grade and nature of the role and/or in the reasonable discretion of the School.
- This job specification is current at the date shown. It will be reviewed from time to time by the Bursar to ensure that it remains current and the School reserves the right to make reasonable changes.

4. Key performance measures

- That the Communications Department runs smoothly.
- That the electronic newsletter includes timely, accurate and relevant information, in support of all key messages.
- That digital platforms feature accurate and appropriate material about the School at all times.

5. Knowledge, skills, experience and personal attributes

Qualifications

Educated to degree level or equivalent	Essential
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Knowledge and understanding

Basic knowledge and understanding of print, social and digital media	Essential
A strong interest in all aspects of marketing and communications	Desirable
IT literacy, including knowledge of Microsoft Office particularly Excel and Word	Essential

Skills

A watertight grasp of grammar and excellent written English	Essential
Ability to work in a busy office and to juggle a number of projects with conflicting deadlines	Essential
Outstanding organisational skills and accuracy, and close attention to detail	Essential
A strong team player	Essential

Experience

Experience of WordPress	Desirable
Experience of Canva	Desirable
Experience of Mailchimp	Desirable
Experience of Adobe Creative Suite	Desirable

Personal attributes

Commitment to safeguarding children and young people	Essential
Commitment to continuous professional development	Essential

Willingness to commit to the School's aims and values	Essential
Commitment to equality, diversity and inclusion and an understanding how this applies to the role	Essential
Enthusiastic, outgoing, friendly and polite	Essential
A smart appearance appropriate to an externally facing role	Essential
Ability to relate to people of all ages and at all levels, and to proactively establish positive working relationships	Essential
Ability to work as part of a team and also to use initiative and work autonomously when required	Essential
A flexible approach to work and a willingness to carry out a variety of tasks	Essential

6. Confidentiality and Data Protection

In the course of their employment, staff may have access to confidential information relating to pupils and their families, or to the general business of the School, and they are required to exercise due consideration in the way in which they use such information. A strict code of confidentiality must always be respected and followed. The School is registered as a Data Controller with the Information Commissioner's Office (ICO) for the purposes of UK General Data Protection Regulation (UK GDPR) and staff must not at any time use the personal data held by the School or disclose such data to a third party. Staff should not act in any way which might be prejudicial to the School's interests.

7. Child Protection at St Edward's

St Edward's is committed to safeguarding and promoting the welfare of children and young people and we aim to create and maintain a safe environment for our pupils, where they feel respected and supported. We expect all staff to share this commitment and to become familiar with our policies and procedures for child protection and security. It is a requirement of the Children Act and Care Standards Regulations that all employees of the School must receive enhanced clearance from the Disclosure and Barring Service.

8. Health and Safety

The School is obliged, so far as is reasonably practicable, to provide safe and healthy conditions and safe systems of work for all employees which prevent risk to health, safety and welfare. You are required by health and safety legislation to take reasonable care for your own health and safety and for the health and safety of others. Employees must not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety and welfare in pursuance of any of the statutory provisions.

9. Holiday

Annual holiday entitlement is 30 days per year plus bank holidays (although please note that bank holidays which occur during term time may well be working days, for which time off in lieu will be given). The holiday year runs from 1st September to 31st August and all holiday should be agreed by the Assistant Head of Communications. As the School closes completely over Christmas/New Year, you will be required to take 5 days of your holiday entitlement to cover this period.

10. Pension

The role is eligible for membership of the School's pension scheme for support staff. This is a defined contribution pension scheme offering the following three tiers:

	Employee contribution rate (‘You’)	Employer contribution rate (St Edward’s School)
Tier 1	5%	8%
Tier 2	7%	10%
Tier 3	9%	12%

11. Probationary Period

The appointment is subject to a probationary period of three months.

12. Organisation Chart

