

Job Description and Person Specification

Job Description

Job Title:	Marketing & Publicity Assistant
Scale:	Grade 4 (SCP5-8) £19,312 to £20,493.
Hours:	37 hours per week.
Contract type:	Permanent. Whole Time.
Location:	ALP Central Services. Will be asked to work across the ALP family of schools.
Responsible to:	Marketing & Publicity Manager
Role Purpose:	<ul style="list-style-type: none"> To support the Trust's marketing and publicity function and structures.
Generic responsibilities:	<ul style="list-style-type: none"> Maintain personal expertise, to be a role model and promote high expectations for all members of the Academies communities through your role within the structure. To model the values, ethos and vision of the Trust. Be aware of, comply and assist with the development of policies and procedures relating to child protection, health and safety, safety and security, confidentiality and data protection, reporting on all concerns to an appropriate person.
Specific responsibilities:	<ul style="list-style-type: none"> Assist with the production of promotional materials including prospectus, brochures and newsletters. Assist in the maintenance of the school website. Ensure the website is up to date at all times. Assist with the organisation and implementation of events. Assist with the management of the Trust's accounts on social media. Edit videos and images as assigned. Conduct research to support PR planning. Assist with reprographics including the supervision of resources. Control and monitor stock of reprographics resources. Research ideas and concepts to meet the brief. Identify & recommend the appropriate platform/s or channel/s to use for the media campaign. Operate effectively within the production workflow. Develop and maintain effective working relationships with clients, colleagues and suppliers. Write and edit copy for use in print and online. Capture images and video using video, still cameras and audio equipment. Use industry standard packages to edit and post produce content (Adobe Illustrator, Photoshop and InDesign). Prepare media assets for use.
Special Conditions:	<ul style="list-style-type: none"> Participate in training and other learning activities and performance development as required. The post-holder will be expected to contribute to the protection of children and vulnerable adults, as appropriate, in accordance with any agreed policies and/or guidelines, reporting any issues or concerns to their immediate line manager. The post-holder will be required to promote, monitor and maintain health, safety and security in the work place. To include ensuring that the requirements of Health & Safety at Work Act, COSHH, and all other mandatory regulations are adhered to. To carryout duties with full regard to the Trust's Equal Opportunities and Dignity at Work Policy. An Enhanced Disclosure with the Disclosure and Barring Service (DBS) will be undertaken before and appointment can be confirmed.
The above duties and responsibilities are not an exhaustive definition of all the tasks associated with the post.	

Person Specification		Essential	Desirable
Application	Application form and a well-structured letter of application indicating interests. and strengths in the role.	*	
	Fully supported in references.	*	
Qualifications and Professional Development	5 GCSE (A*-C) including Maths and English or equivalent.	*	
	NVQ Level 3 (or equivalent) in relevant subject.	*	
	Commitment to continuous professional development.	*	
Experience	Knowledge & skills in the use of Adobe Illustrator, Photoshop and InDesign.		*
	Knowledge in using still camera and video camera.		*
Qualities & Values	A passion for creating content for creative and digital media.	*	
	Good verbal and written communication skills appropriate to the need to communicate effectively with colleagues, students and other professionals.	*	
	Excellent organisational skills.	*	
Personal Attributes	Able to follow direction and work in collaboration.	*	
	Able to work as team member to achieve common goals.	*	
	Able to work flexibly to support others and respond to unplanned situations.	*	
	Enthusiasm and self-confidence.	*	
	Able to follow direction and work in collaboration with line management and SLT.	*	
Special Conditions	Be able to travel and work in all schools across the Trust.	*	

Assessment against the criteria outlined above will be through the Application Form, Interview Process and References. Any relevant issues from references will be taken up at interview.