



JOB DESCRIPTION

Post Title:	Marketing, Design & Content Producer
Reports to:	Integrated Services Manager
Grade:	Grade 8 SCP 12 £28,598 FTE (Actual salary - £17,528)
Hours:	25 hours per week. Term-time + 2 weeks (flexible)

Main Role Purpose

To work with the Headteacher and Senior Leadership Team (SLT) to implement the internal and external marketing strategy of the school.

Design and produce a wide variety of high quality digital, audio-visual and printed marketing materials.

Design and produce a wide variety of high quality digital and printed learning resources used in classrooms and at home.

Manage the brand guidelines of the school to ensure consistency across all media and publications.

Maintain regular social media posts covering the full range of activities associated with the school.

Support key school events.

Produce the school bulletins and be the Trust's "Newsletter Champion".

Key Responsibilities

Marketing

- To develop a clear multi-year marketing strategy for Highcliffe School covering all aspects of external and internal communications. Ensuring a consistent brand and approach and ensuring that Highcliffe School is positively viewed by all stakeholder groups.
- Keep a central calendar of marketing material including deadlines for when information is required from different teams across school, drafts and final sign off dates.
- Actively plan marketing, promotion and reporting by investigating the school's calendar to establish upcoming activities that can be used online.
- To coordinate and obtain information from multiple sources through a variety of communication channels in order to develop and produce marketing material used for promotional events in school, recruitment events and initiatives throughout the community.

Including but not limited to:

- School and Sixth Form Prospectus publications
- School production programmes
- Promotional material for other school events
- Branded PowerPoints/Presentations
- Induction activities
- Course information flyers
- Open Evening/Day marketing and adverts (digital and print)
- Letterhead, logos and required signage
- Banners/Roller Banners for events and marketing
- Commendations and Attendance certificates
- Manage relevant marketing based communications with prospective and existing parents including newsletters and flyers, social media and internal/external displays and exhibitions.



- To identify relevant community-based initiatives and opportunities in which to promote positive school visibility and reputation and to enhance parental and community support and awareness.
- Collaborate with the photography and filming of school events and develop/maintain an organised and consistently labelled library of photographs and other material for marketing and communication purposes. Taking into consideration the permission required for using student photographs.
- Coordinate and manage the Alumni data for marketing/communication and event purposes.
- Tailor and implement school communication campaigns and initiatives as appropriate i.e. displays/newsletters/website/social media ensuring coherence and consistent look and feel.
- Work with IT Services in the management of the Main School and Sixth Form Website content and the school's online presence via social media channels currently including Facebook, X, Instagram, TikTok and LinkedIn.
- Work with subject leaders to maintain the school's online database of curriculum and course information, providing effective design solutions for their presentation.
- Liaise with local press to regarding promotion of Highcliffe School via marketing activities which may include news stories of events in or out of school which students have been involved with.
- Work with the school's Data office to analyse reports and evaluate the success of the school and Sixth Form's digital marketing campaigns.

Display and internal marketing

- Manage the planning, deliverance and quality of displays throughout the school to a consistent high standard in line with school policy and vision.
- Ensure that the Digital Signage across school are kept up to date and display information about past and future opportunities for students (working with IT Services)
- To ensure accurate information is provided in a timely manner and high-quality documentation and displays are produced to a cycle of deadlines.
- Research curriculum related displays to make sure the design will appeal to the target audience.
- Creation and editing of marketing videos for use inside/outside of school such as student 'talking heads' of their experience of Highcliffe School.
- Work with teachers and SLT to ensure school initiatives and learning objectives are effectively communicated through a visually engaging environment.
- Create imaginative and purposeful displays to inspire and motivate students and all stakeholders.
- Source materials for all displays in school, community-based exhibitions and portable, promotional communication and marketing materials.

Academic/Subject

- Work with subject leaders and teachers to establish templates and designs that mean learning resources produced are engaging to students whilst being in-line with school branding requirements.
- Offer training and support to staff to equip them to be able to use templates or designs within their own teaching.
- Provide document design solutions for revision booklets, course material, subject leaflets.
- Support with the creation and editing of short video content to support learning and teaching (for example: science experiments)



- Assist with the organisation and design of events advertising/promotion including attending to photograph events where required (but not limited too)
 - prize giving
 - celebration assemblies
 - graduation events
 - freshers fair
 - parent information evenings
 - concerts/shows
 - examination results days

Bulletins/Newsletters

- Produce the staff, student and parent bulletins.
- Act as the Trust's newsletter champion in school, co-ordinating and curating Highcliffe School content for it as per the Trust requirements.

Professional Responsibilities

- To build relationships at all levels across the school, ensuring an inclusive approach to marketing, design and engagement across all stakeholder groups.
- Work with various teams and individuals across school including IT Services, Reprographics, Teachers, SLT and Subject Leaders.
- Continue personal development through training and professional qualifications.
- Carry out any other appropriate duties within the context of the post as directed by the Line Manager/Headteacher
- Promoting and safeguarding the welfare of children and young people in according with the school's safeguarding and child protection policy.