# JOB DESCRIPTION

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| **Job Title :** | Marketing & Recruitment Co-ordinator |
| **Responsible to:** | Principal & Business & Operations Manager |
| **Grade :** | E point 22 – F point 27 |
| **Hours :** | 36 hours per week / 44.65 weeks term time plus 2 weeks |

**Key Areas of responsibility :**
To support and promote the work of the school by delivering effective communications and marketing. The role will focus on staff recruitment, community engagement and promoting the achievements of pupils and staff. The postholder will work closely with the OHC&AT Marketing Team, who provide support on branding, strategy and website management.

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| Important Internal Relationships include: | Students, Principal, Vice Principal, Assistant Principal, Business & Operations Manager, Heads of Department, Teaching and support staff, Office Staff, Governing Body, OHC&AT Staff, Premises Team |
| Important External Relationships include: | Parents, Local Authority, Community & local schools, Physio Team, Speech & Language Team, School Nurse, Transport provider, Respite & After school care, Social Services, Psychology Service |

**Core responsibilities :**

**Marketing & Communications**

- As the school's marketing and communications lead, liaising and working collaboratively with the OHC&AT Marketing Team to ensure consistent branding and messaging including press releases.
- Maintain day-to-day updates for the school website, with technical/branding support from the OHC&AT team.
- Manage the school's social media channels (Instagram, LinkedIn, X/Twitter, Facebook), creating engaging and accessible content that reflects school life.
- Work with the OHC&AT Marketing Team to align school-level campaigns with Trust-wide initiatives.
- Produce newsletters and local promotional materials in line with OHC&AT style guidelines.
- Support the planning, organisation and delivery of school open days and events for prospective parents and carers.
- Capture and share pupil achievements, events, and community activities, ensuring safeguarding and GDPR compliance.

**Recruitment Support**

- Draft and advertise staff vacancies in line with OHCAT policies, liaising with OHC&AT HR/marketing as required.
- Support recruitment processes including coordination of interview schedules, communication with candidates and preparation of candidate packs.
- Represent the school at recruitment fairs and contribute to developing the school's reputation as an employer of choice.

**Community & Stakeholder Engagement**

- Be an active member of and support the PTA (FODS) with publicity, event promotion and communications.
- Assist with planning and marketing school events, open days, and recruitment fairs.
- Develop materials to support fundraising and partnership projects alongside the PTA (FODS).
- Strengthen engagement with families, local communities and partner organisations.

**Administration & Compliance**

- Ensure all communications reflect safeguarding, equality, and data protection policies.
- Evaluate marketing activities and provide reports to school leadership and the OHC&AT marketing team.
- Keep accurate records of marketing activities and budgets.
- Undertake other duties reasonably required by the Principal or Business & Operations Manager.

**Filing & Records Management**

- Maintain a clear and effective filing system.
- Archive records in accordance with the Records and Retention Policy.

**Reception Duties**

- Greet visitors professionally and warmly, in line with the school's ethos and values.
- Ensure all visitors sign in, receive badges, and that confidentiality is maintained.
- Maintain a tidy, safe, and GDPR-compliant reception area.
- Answer and transfer telephone calls promptly and courteously, taking accurate messages.
- Conduct tours for visitors and prospective parents.

**Training**

- Attend all whole-school INSET days, twilight sessions, and other training as required by SLT.

**Miscellaneous Duties**

- Maintain an organised workspace and filing system.
- Monitor and manage the main school office inbox, forwarding and organising emails appropriately.
- Receive and log deliveries, signing and dating delivery notes.
- Read and understand the School Handbook, Aims of the School, and Code of Conduct.
- Adhere to OHCAT policies including Equal Opportunities and Health & Safety.
- Undertake other duties as directed by SLT, commensurate with the role.
- Provide cover for the Admin Coordinator and Admin Assistant as needed.
- Maintain professional relationships within the office team.
- Uphold confidentiality and safeguarding responsibilities at all times.
- Follow the school's tidy desk policy (maximum of five personal items).
- Present a professional appearance consistent with the school's values.

**Whole-School Responsibilities**

- Participate in the school's performance management process.
- Play an active and engaged role in the life of the school.

**Signatures :**

The school will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.

This job description is current at the date below but will be reviewed on an annual basis and, following consultation with you, may be changed to reflect or anticipate changes in job requirements which are commensurate with the job title and grade in line with the school's changing needs.

Signed_____ Signed _____

Penny Jelbert (Business & Operations Manager) (Marketing & Recruitment Co-ordinator )

Date _____ Date_____

# Marketing & Recruitment Co-ordinator
# PERSON SPECIFICATION

| Essential | Desirable |
|---|---|
| **Qualifications** | |
| GCSE grade A* – C English and Maths (prior to 2014) Reformed GCSE grading system, grade 9 (highest) to 4 (since 2014) or equivalent | A – Levels and or qualification within marketing or recruitment. |
| Computer literate – must be able to use Microsoft Word, Excel and Email systems. | |
| **Experience/Knowledge** | |
| Proven track record and experience in marketing, communications or directly related role. | Previous experience in an educational or SEND setting. |
| Experience creating engaging content across multiple channels (social media, website, newsletters) | Familiarity with multi-academy trust structures and working across multiple stakeholders. |
| Confident user of social media for professional promotion (Instagram, LinkedIn, Facebook, X/Twitter) | Experience in employer branding and recruitment marketing |
| Experience supporting events, campaigns, or recruitment activities | Knowledge of accessibility and inclusive communication practices |
| Ability to manage competing priorities and meet deadlines. | Photography/videography skills for digital storytelling |
| IT and design skills (e.g., Canva, Adobe Creative Suite, or similar) | |
| Commitment to safeguarding, confidentiality, and GDPR compliance | |
| **Skills and abilities** | |
| Excellent writing, editing and proofreading skills including appropriate spelling and grammar. | Quick learner |
| Ability to be proactive and work constructively as part of a team | Sense of humour |
| Strong interpersonal skills with the ability to work with colleagues across the school and OHC&AT | |
| Well organised and able to multi-task, remaining calm under pressure | |
| Ability and proven record of prioritising workloads effectively | |
| Reliable, dependable and willing to 'pitch in' at all times | |
| **Additional Factors** | |
| Commitment to promoting and safeguarding the welfare of children | Affinity with children |
| Demonstrate a high level of confidentiality | |
| Attendance on relevant courses and undergo other training appropriate to the post | |
| Creative, proactive and solutions-focused | |
| Professional, approachable and resilient | |
| Committed to inclusion, diversity, and promoting the ethos of the school | |