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**Job Description: Marketing & PR Officer**

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| **Post Title** | Marketing & PR Officer  Based at Old Deanery, The Cathedral Close, Hereford HR1 2NG |
| **Salary Point(s)** | 15-19 Starting at £20,300 FTE. This equates to £6,857 per year. |
| **Hours/Weeks** | 15 hours per week, 37 weeks per year (term time plus 1 week)  To be worked flexibility depending on the needs of the School as agreed with the Marketing and Admissions Manager. The post will require occasional evening and weekend work. |

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| **Purpose of this Job Description:**  Hereford Cathedral School considers this document as a “snapshot” of the job and the tasks listed are not an exhaustive list. It aims to provide a clear guide at the time of writing to all that is involved about the requirements of the job. It will also be used to communicate expectations about performance and will be used to monitor effective performance. |

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| **The** **Organisation**  Hereford Cathedral School is one of the UK’s leading independent co-educational day schools. Providing boys and girls aged 3 to 18 with an excellent standard of teaching and individual care, offering them a broad range of opportunities to develop every aspect of their potential. The Hereford Cathedral School culture produces well-balanced, confident and considerate young adults ready for the wider world. We also benefit from one of the finest settings, adjacent to the beautiful Cathedral. We enjoy an air of tranquillity within a stone’s throw of the thriving city centre.  The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.  Further information from <http://www.herefordcs.com> |

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| **Reporting Lines:**  The post holder reports to the Marketing and Admissions Manager.  The post holder works closely with (Key Internal Relationships):   * Headmaster * Senior School Admissions Officer * Head of Junior School * Junior School Head’s PA (on admissions activities) * Senior School Deputy Head, Academic Deputy and Head of Sixth Form * Junior School Deputy Head, Head of Pre-Prep and Head of Nursery * Development Director, Director of Finance and Resources and HR * All Heads of Subject Department (Junior and Senior School) * The Marketing Committee * The Development Board   The post holder communicates internally and externally with a wide range of stakeholders:   * Prospective Parents and Pupils * Parents * Current and former pupils * Staff (Teachers and Support Staff) * Local, regional and national media * Governors * Feeder Schools and Nurseries * The wider education sector and school associations * Local businesses and community groups * The wider business sector * Current and future potential donors * Professional bodies e.g. HMC, IAPS, ISI, ISC |

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| **Accountabilities:**  Implementation of integrated marketing initiatives to enable the school to achieve its objectives, particularly in pupil recruitment and profile raising.  This is a role with a high level of accountability and the key measures of success will be as follows:-   * the number of new enquiries generated * the number of parent visits and registrations * raising the profile of the School, from nursery to sixth form and internationally * building and sustaining strong and effective working relationships. |

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| **Responsibilities:**   1. Devise PR and communications strategy to raise the school’s external profile and its profile in the local community of Herefordshire. 2. Build relationship with local and national media – proactive media relations and main point of contact for media. 3. Build relationship with internal teaching staff and heads of department to develop stories for media. 4. Create, research and write positive stories and pitch these to local and national press as appropriate. 5. Work closely with the marketing team to produce stories, pictures and video content for the school website, social media and publications when the need arises. 6. Work closely with the Marketing and Admissions Manager to ensure both external and internal events are covered. 7. Continuously develop, maintain and manage an effective ‘positive’ PR focus across whole school, from nursery to sixth form. 8. Monitor conventional and social media channels to protect the School’s brand and reputation. 9. Copywriting: award entries, press releases and relevant marketing material where appropriate. 10. Prepare commissions and tenders and act as client for external agencies. 11. Work closely with Marketing and Admissions Manager on PR crisis management as needed. 12. Identify and attend appropriate events as an ambassador of the School. To record and report on events. 13. Support the marketing team on ad hoc projects as required. |

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| **Safeguarding and Protection of Children and Young Persons**  HCS is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.  In accordance with the Children’s Act 1989, on appointment post holders will be required to commit to their responsibilities with regards to safeguarding. In addition offers of appointment will be subject to an Enhanced criminal record check from the Disclosure and Barring Service (DBS).  These checks will highlight cautions, reprimands and final warnings as well as any convictions. The post holder must not have any spent or unspent convictions that would prevent working with children. |

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| **Health and Safety:**  As an employee you are expected to:   1. to take reasonable care of your own health and safety 2. to take reasonable care not to put other people - fellow employees and members of the public - at risk by what you do or don't do in the course of your work 3. to co-operate with your employer, making sure you get proper training and you understand and follow the company's health and safety policies 4. not to interfere with or misuse anything that's been provided for your health, safety or welfare 5. to report any injuries, strains or illnesses you suffer as a result of doing your job 6. to tell your employer if something happens that might affect your ability to work (e.g. becoming pregnant or suffering an injury) 7. if you drive or operate machinery, to tell your employer if you take medication that makes you drowsy   **Particular H&S issues for this post are:**   1. sit and use standard office VDU equipment 2. pressures associated with deadline driven targets |

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| **Person Specification** | |
| **Essential Criteria** | **Desirable Criteria** |
| **Qualification** | Completed a broad education including GCSE grade C and above in English Language and Maths (or equivalent) | A Level English Language  Degree educated  Formal Marketing qualification (e.g. Diploma in Professional Marketing or equivalent) |
| **Experience and Knowledge** | Experience of Public Relations and Communications  Relevant previous marketing experience that demonstrates knowledge and experience in leading marketing and communications within an organisation (likely to be not less than 5 years)  Design and copywriting experience and ability | Experience of working within an education environment  Knowledge of Indesign and Photoshop  Photography (not necessarily professionally, but skilled) |
| **Skills/Abilities** | High level of IT knowledge  Naturally creative and innovative ability with an eye for good design  Problem solver  Ability to manage projects  Work to tight deadlines and target driven  Ability to work independently and take decisions, but know when to seek guidance and deliver to deadlines  High level of skills in communication and literacy, including writing creative and engaging copy, proof‐reading and correcting content, presentation and public speaking skills |  |
| **Aptitude** | Natural presenter who can persuade and attract new investment  Confident yet polite manner  Focussed, challenge driven and sees everyone as the customer  Natural ‘can do’ attitude  A team player |  |
| **Circumstances** | Able to work flexibly, earlier starts, evenings and weekends will be required in support of wider school functions from time to time |  |
| **Safeguarding Children, Young People and Vulnerable Adults** | Understands their role in the context of safeguarding children, young people and vulnerable adults  Ability to form and maintain appropriate relationships and personal boundaries with children and young people |  |
| **Equal Opportunities** | Understanding of the requirements of Equality and Diversity |  |

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| **Declaration**  I have received a copy of this job description and undertake to carry out the duties as described.  Employee Signature ……………………………………………….. Date ………………….  Print name ……………………………………………………………………………..………….. |