



South Bank
University Academy

Part of **LSBU** | GROUP

Senior Marketing and Communications Officer

Recruitment Pack

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Principal's Welcome



Dear Applicant,

Thank you for taking the time to find out more about this opportunity to work with us at the South Bank University Academy. This recruitment pack gives you information about the role and the school, which will help you in completing an application.

South Bank University Academy is a happy school with high standards of behaviour, where students feel safe and secure. Our teachers build strong relationships with every student, they nurture their personal growth and, through carefully designed experiences, support them to: become the changemakers in their world; live a good life; and improve the lives of others.

Everything we do is true to our values of social justice, endeavour, kindness and empathy, and community. Our vision and these values are bold and distinctive. They are about much more than examination results and they are tangible to all those who visit and work here. We are determined to achieve this vision and we expect our staff to embody these values every day in their interactions with students and in contributing to the wider school community.

We have thought hard about what we need to teach and how we need to teach it. Through our curriculum, students explore a rich body of knowledge across a broad range of subjects. We supplement this with an extensive enrichment curriculum of contextualised projects, educational visits, lectures, community work and a range of additional clubs and societies.

We invest heavily in ensuring that teachers can teach without disruption. Therefore, walking around the school you will see lessons happening in calm and purposeful learning environments.

We recognise that each subject has a unique pedagogical approach which is closely tied to the curriculum that is created for students. Therefore, we never prescribe particular methods of teaching. We are a learning organisation and so regularly reflect on our practice through structured training sessions as well as our Professional Learning Community where you will direct your own development.



John Taylor
Principal

Role Details

Package:	South Bank Academies pay scale (G4 SUP15-19 £28,552-£32,630 per annum - full time salary) pro rata £26,064 - £29,787 actual salary Local Government Pension Scheme, perks and benefits package, employee assistance programme, cycle to work scheme, season ticket loan, free lunch (when community dining)
Accountable to:	Assistant Vice Principal
Location:	South Bank University Academy
Working pattern:	Monday to Friday 8.30 am - 4.30 pm, 41 weeks per year (term time, plus two weeks in the school closure periods, particularly to support with comms and photography for summer school in summer closure period)
Contract term:	Permanent
Job start:	ASAP
Deadline:	9.00 am, Wednesday 16 th March 2022
Shortlisting:	Wednesday 16 th March 2022
Interviews:	Week commencing 21 st March 2022

Advert

We are seeking to appoint a creative individual with strong digital and communications skills to join our team. This is an exciting opportunity allowing you to be at the heart of shaping the future success of the school.

South Bank University Academy is a mixed 11 - 18 school located in the heart of London. The school opened in September 2014 and is sponsored by London South Bank University. The school is part of the South Bank Academies Trust.

Our school is a safe haven where every child enjoys their own journey of discovery, creativity and imagination and develops a love for their learning. The students leave our school not just with qualifications showing their academic success, but also with the capacity to think clearly and deeply, a desire to act with integrity and to show kindness and empathy to others, and with the character and experience they need to thrive in the world.

We are looking to appoint someone who:

- has a passion for working with young people and the impact this can have on their lives.
- has a range of high quality organisational skills and a commitment to continually strive to improve and develop these skills.
- has imagination and is able to take the initiative in developing ideas.
- has highly developed inter-personal skills who can develop and maintain effective working relationships with staff, students and parents.

Job Description

Core purpose

In line with the school's marketing and communications strategy, this is a highly operational role in creating a strong comms and digital presence, feeding into the school's student recruitment priorities and creating copy and content for a range of hard copy and digital collateral. This role would suit a candidate with sound working knowledge and experience of social media platforms, strong copy writing skills and a flair for the English language. The successful candidate will be excellent at building relationships with stakeholders at all levels of the organisation and will be able to relate to young people. As a member of the wider administrative team, you will support with cover on the front desk particularly during break times and peak periods.

Main duties and responsibilities

Marketing

- Work closely and collaboratively with the Admissions Officer to optimise the life-cycle of student application and admissions journey, maximising the number of students between application and commencement, and engaging in marketing and feeder school activity where required.
- Support with open evenings and other open events, attending all events and taking the lead for the operational logistics of such events, working with the AVP and Principal to create showcase talks (organising all AV needs with the appropriate staff) providing prospectuses, brochures and collateral accordingly.
- Attend performance showcases and other school events (out of hours) – including the annual summer school during the summer school closure period – to create content, photography and footage to be utilised across all comms platforms to promote the school.
- Organise tour guides for school open evenings, liaising with department heads regarding showcases and demos, and taking photos during the events.
- Lead on open mornings, organising student tours for visitors, and liaising with Principal and senior leaders for any showcase talks/demos, also arranging refreshments for such events.
- Creation of marketing and promotional brochures and materials, in line with brand guidelines and school 'look and feel', liaising with relevant graphic designers and print companies.
- Under the direction of the AVP, plan, implement and schedule campaigns (both digital and other collateral such as bus stop adverts) to achieve student recruitment objectives, developing and effective activity that increases performance both in terms of engagement and applications.
- Creating video and image content, including procurement of professional shoots, for digital and hard copy marketing purposes.
- Identifying and ordering relevant and on trend promotional materials and merchandise for internal and external events.

Social media

- Creating live copy, content, photography for all social media posts across the full range of platforms, constantly responding to school priorities and themes, and evolving the platforms.

- Creation and scheduling of branded posts and content during key student recruitment periods, working closely with the transition and admissions team to tie in with timelines and ensure relevance of content.
- Actively build relationships with key stakeholders across the school, such as heads of department, staff and students in taking responsibility for, and actively promoting, social media platforms as a widely recognised school communications channel, creating a team of champions (staff and students) to work alongside.
- Use analytics tools to monitor performance, create efficiencies and make recommendations for improvement.

Website

- Administer all content on the school website, ensuring compliance and conducting analytics.
- Regularly update the calendar and term dates section of the website, ensuring all entries are up to date and accurate.
- Work with senior leader line manager to maintain the brand look and feel of the website, advising on best practice and innovations in website development, deploying an action plan as appropriate.
- Use analytics tools to monitor performance, create efficiencies and make recommendations for improvement.

Other

- Lead on the school's newsletters, including transition newsletters for new Year 7 intake, taking responsibility for the creation of all copy, content and photography.
- Support with the summer transition school for new Year 7s, creating comms, newsletters and taking photography for the event.
- Securing publicity and press coverage for reputational benefit, writing press releases and articles for sector publication and journals.

General Front Desk and Administrative responsibilities

- Answer calls and enquiries by phone, responding directly where possible, transferring calls and taking/forwarding detailed and comprehensive messages to relevant staff as appropriate.
- Monitor the whole school email account regularly throughout the day, responding directly where possible and forwarding detailed and comprehensive messages to relevant staff as appropriate.
- Act as the first point of contact on the front desk for visitors to the school, dealing with queries professionally in a warm and friendly manner, forwarding detailed and comprehensive enquiries to relevant staff as appropriate.
- Take responsibility for ensuring all visitors to the school are signed in appropriately via the electronic sign in device, and that vetting/safeguarding docs are evidenced and recorded in line with Ofsted and DfE requirements.
- Undertake general administrative tasks, including word processing, mailings, photocopying, post, as directed by the Administration Manager, supporting colleagues where necessary.

General

- Support with other administrative work, when required, and especially during peak periods.
- Be a first aider for the school, providing first aid to students and staff.

- Any other duty as reasonably directed by the Principal, commensurate with the level of the post.

This job description and person specification is current at the date of issue. Changing organisational needs may require the job description to change, within reason, after prior consultation with the post-holder.

Person Specification

Criteria	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> ▪ Bachelors degree or equivalent level 5 professional qualification in a relevant field such as English, marketing or communications. 	<ul style="list-style-type: none"> ▪ Masters degree in relevant discipline.
Experience	<ul style="list-style-type: none"> ▪ At least one year's experience of working in a marketing, communications, brand, promotion role. 	<ul style="list-style-type: none"> ▪ Experience of working in marketing, communications, brand, promotion or student recruitment in an educational context.
Skills, Knowledge and Abilities	<ul style="list-style-type: none"> ▪ Excellent Microsoft skills i.e. Word, Excel, Outlook and PowerPoint. ▪ Excellent working knowledge of a range of social media platforms including Twitter, Facebook, Instagram and YouTube and their associated analytics. ▪ Excellent working knowledge of CMS platforms and their associated analytics. ▪ Good photography skills. ▪ Excellent verbal and written communication skills with a keen eye for detail with regards to spelling, grammar and punctuation alongside a passion for the English language. ▪ Ability to work in a team environment. ▪ Excellent interpersonal skills with the ability to build and maintain productive working relationships. ▪ Excellent organisation skills. ▪ Ability to demonstrate excellent attention to detail. ▪ Ability to manage own workload and prioritise tasks to meet deadlines, whilst working under pressure. 	<ul style="list-style-type: none"> ▪ Basic working knowledge of design and publishing packages such as Photoshop, Illustrator and InDesign. ▪ Photography/videography qualification.
Other	<ul style="list-style-type: none"> ▪ Flexibility to work evenings and weekends as required. ▪ An understanding of health and safety requirements within a professional working environment. ▪ An understanding of and a commitment to Equal Opportunities. ▪ An understanding of safeguarding and its importance within schools. 	<ul style="list-style-type: none"> ▪ Ability to enthuse and inspire others, acting as a positive role model.

Information for Applicants

Disclosure

This position is exempt from the Rehabilitation of Offenders Act (1974). As such, shortlisted candidates will be required to declare full details of any criminal background, regardless of whether the conviction is spent, and the UTC will be required to apply for an enhanced disclosure (a criminal records check) from the Disclosure and Barring Service for the successful candidate.

A criminal record will only be taken into account for recruitment purposes where the conviction is relevant to the position being applied for and, if this is the case, will not necessarily bar candidates from employment. Any decision will depend on the precise nature of the work, the circumstances and background to the offence(s). The same procedure will be followed for staff applying internally.

Further information about the Disclosure scheme can be found at: www.gov.uk/dbs . Copies of the DBS's Code of Practice for posts requiring disclosure is available on request.

Safeguarding recruitment statement

We are committed to safeguarding and promoting the welfare of children and young people and we expect all staff to share this commitment. All appointments will be made subject to an enhanced Disclosure and Barring Service (DBS) clearance. Please note, we retain a file copy of an employee's DBS certificate for the duration of their employment.

Equal opportunities

We recognise that equality of opportunity and the recognition and promotion of diversity are integral to its strengths. The following principles apply in respect of our commitment to equality and diversity: To provide and promote equality of opportunity in all areas of our work and activity; To recognise and develop the diversity of skills and talent within our current and potential community; To ensure all school members and prospective members are treated solely on the basis of their merits, abilities and potential without receiving any unjustified discrimination or unfavourable treatment on grounds such as age, disability, marital status, pregnancy or maternity, race, religion or belief, sex, sexual orientation, trans status, socio-economic status or any other irrelevant distinction; To provide and promote a positive working, learning, and social environment which is free from prejudice, discrimination and any forms of harassment, bullying or victimisation; To promote good relations between individuals from different groups.

Applicants with disabilities

We encourage applications from individuals with a disability who are able to carry out the duties of the post. If you have special needs in relation to your application please contact us.

Informal Discussion

Applicants who wish to have an informal discussion about the role should contact Nick Moore, Assistant Vice Principal via email nick.moore@southbankua.org.uk

Response

We very much regret, due to limited resources and large numbers of applications, we are only able to inform shortlisted candidates of the outcome of their application. If you do not hear from us within four weeks of the closing date, please assume you have been unsuccessful on this occasion. We would like to assure you that every application is considered in detail and a shortlist drawn up after careful reference to the person specification. If, therefore, your application is not successful we hope you will not be discouraged and will apply for other suitable vacancies at South Bank Academies in the future.

Complaints

Any complaints about the recruitment and selection process, may be directed to Jacqui Collins, Trust HR Manager Jacqui.collins@sbatrust.co.uk

How to Apply

Please complete the application form either on the third party site you visited (ie. Tes/Guardian – Tes website is preferred) or our own website, including a supporting statement outlining your suitability for the role. CVs will not be accepted as a substitute for the application form as we must adhere to safer recruitment guidance.

Once complete, either upload your application to the third party site or, if completing our own application form, email natasha.padmore@sbatrust.co.uk