

Communications and Marketing Assistant

CANDIDATE INFORMATION PACK

Executive Headteacher's welcome

Thank you for your interest in this opportunity to join us at James Calvert Spence College.

It's my great pleasure to welcome you to James Calvert Spence College, a 9-19 through school that welcome students from Y5 through to Sixth Form. We're a relatively small, friendly school that is in the heart of its community, spread across two sites in Amble, on the beautiful Northumberland coastline.

Years 5 and 6 are taught in our primary village but, unlike in many primary schools, also have access to our fully equipped and dedicated science laboratories, an enviable Design Technology workshop, Food kitchen, Art studio, ICT suite and PE facilities to enhance their learning.

Years 7 to 13 are taught in the main school building site and benefit from a fabulous array of facilities including an art, fashion and DT suite; PE facilities including generous playing fields, tennis courts, a running track, dance studio, sports hall and climbing wall; and well-equipped classrooms and science laboratories.

We have high aspirations for all of our students – we expect them to show determination and a desire to achieve highly and, in return, we offer them unwavering support throughout their years with us. In Key Stage 4 and the Sixth Form, we offer a wide range of GCSE and A-Level courses to make sure that there is a relevant pathway into Higher Education, further training or employment for everyone.

JCSC has improved considerably over the last few years with excellent A-level results and rapidly rising GCSE outcomes. In 2019 [the last year of exams before covid] we celebrated our best ever set of GCSE results – a key measure that had improved each year for three consecutive years. In that same year, our A-level results were up there with the very best in Northumberland and we were the highest performing school in the county for the highly academic measure of AAB+ with at least two facilitating subjects.

The staff and governors of the school are committed to its continuing development and improvement, to ensure that it provides education of the highest quality for all students.

It's a great place to work or study – feel free to contact us and arrange a visit if you'd like to experience all JCSC has to offer first hand.

I hope that the information within this pack will encourage you to apply for this opportunity. If you would like an informal discussion about the posts then please contact Amy Crawley, Business Manager on 01665 710636.

Yours faithfully



NEIL RODGERS

Executive Headteacher

Perks of the job

We are a maintained school within Northumberland County Council. Located just 30 miles from Newcastle City Centre, you have an enviable journey to work each day. Traffic? Not on the country roads of Northumberland! You will have the opportunity to work in one of the most beautiful areas of the UK; the picturesque fishing village of Amble, the historic village of Warkworth and its castle to the north and an area of outstanding national beauty at Druridge Bay.

We offer staff many perks of the job. Staff requiring IT access to do their job are provided with a laptop with five licences of the full Microsoft Office suite that can be installed on multiple PCs, Macs or iPads at home. All staff can opt into flexible benefits such as tax-free childcare vouchers or bicycles on the Cycle to Work scheme. Support staff are also eligible to join a salary sacrifice scheme for a lease car, payable through your salary each month and saving on tax again.

With approximately 750 students on roll, we are a relatively small school but what we lack in size we make up for in other ways. We have a friendly staff body who all know and care about the children; the pastoral care and support for students and each other is humbling. We also have a vibrant staff social committee!

We feel strongly that Continuous Professional Learning and training is key to success and offer excellent opportunities for professional development. If successful, we will support you to be your very best.

We are committed to safeguarding and promoting the welfare of children and young people and expect all staff to share the commitment. If you are successful, we need you to have an Enhanced Disclosure Check through the Disclosure and Barring Service which we'll pay for.

Join us and be part of an organisation that is always looking for ways to improve or do things differently so we can make a real difference for our students every single day.

Equal Opportunities

James Calvert Spence College is committed to ensuring equal opportunities. All qualified applicants will receive consideration for employment without regard to age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage or civil partnership and pregnancy or maternity.

Communication & Marketing Assistant

25 hours per week (term time plus 10 days)

Permanent

Band 4: £14,523 - £15,531

Be Kind. Work Hard. Aim High

James Calvert Spence College is a 9-19 through school, catering for students from Year 5 to Year 13. We require an exceptional individual who has the ability to raise the profile of our school and maximise community engagement.

We are looking for a motivated, enthusiastic individual who will help promote our school, mission and values to a wide audience and build and maintain positive relationships with our community and beyond.

This is an exciting time to join JCSC as we continue our journey towards excellence, which includes plans for a new secondary school building from 2025.

You will:

- Contribute to the development and implementation of a communications and marketing strategy and manage the school marketing calendar
- Coordinate communications and activities, including producing school publications, managing social media and the school blog, assisting with planning and promotion of events
- Identify opportunities to raise the profile of the school by highlighting and celebrating the achievements of students and staff
- Oversee the continued development of the school website, ensuring content is up to date, meets user needs and complies with OFSTED regulations

We can offer you:

- Relevant training to support you in your continuous development within the role
- A friendly and supportive working environment amongst a dedicated staff team

Further details about the school and vacancy can be obtained from www.jcsc.co.uk or by emailing Amy Crawley, School Business Manager at acrawley01@jcsc.co.uk.

We are committed to safeguarding and promoting the welfare of children and young people. It is essential that all staff and volunteers share this commitment. You can view our policy for Safeguarding and Child protection at <https://www.jcsc.co.uk/wp-content/uploads/2023/10/Child-Protection-and-Safeguarding-Policy.pdf>
An enhanced criminal records check from the Disclosure and Barring Service is required for all posts.

Interested in applying?

Completed forms must be emailed to Linda Gordon, Business Support Officer at lgordon01@jcsc.co.uk

The closing date for applications is midday on Friday 8 March 2024

Interviews will take place during week commencing Monday 11 March 2024

**Communications and Marketing Assistant
JOB DESCRIPTION**

Band: 4	Contract type: Term time + 10 days
Hours per week: 25hrs (flexible – to be agreed)	Salary range: £24,294 – 25,979 (pro-rata)
Reporting to: Business Manager	JD number: S1519
Job purpose:	
To lead communications and marketing activities under the overall direction of the Business Manager and in consultation with the Executive Headteacher and Senior Leadership Team.	
Duties and responsibilities	
Marketing and publicity	<ul style="list-style-type: none"> • Contribute to the development and implementation of a communications and marketing strategy and annual plan in conjunction with the Business Manager. • Co-ordinate all communications and marketing activities for all schools in liaison with key stakeholders. • Identify opportunities for marketing and publicity and propose approaches that generate interest in the school and its activities. • Draft press releases for local media outlets and monitor press coverage of schools within Coquet Partnership and other educational establishments. • Develop briefs for external specialist suppliers for design and printing work, ensuring value for money is achieved, and liaise with the relevant budget holder for approval. • Liaise with the schools’ design agency to develop marketing and promotional materials including adverts, flyers, brochures, banners etc. or undertake small-scale projects in-house. • Draft advert copy and liaise with external media to book space and negotiate price within identified parameters. • Develop an agreed JCSC branding and style guide and ensure all school communications and marketing materials are consistent. • Coordinate the production and distribution of school communications to ensure broad and balanced coverage of the school’s activities. • Draft, edit and proof-read communications and marketing materials to ensure a stimulating read, consistency of message and correct spelling, punctuation and grammar. • Support relevant members of the Senior Leadership Team with the organisation of key events such as open evenings, parents’ evenings etc. • Coordinate the inclusion of appropriate events on the schools’ electronic calendar and/or website.
Website and Social Media	<ul style="list-style-type: none"> • Maintain and update the school’s website, as and when required, with content agreed by the Senior Leadership Team to ensure all information is current, adheres to accessibility guidelines and that statutory requirements for school websites are met. • Conduct a termly review of the school’s website and produce a compliance report on statutory requirements. • Monitor changes in statutory requirements for school websites and make recommendations about the school’s response to the Senior Leadership Team. • Draft content for news items on the website and ensure these features are regularly updated.

	<ul style="list-style-type: none"> • Monitor usage statistics for the school’s website and make recommendations to the Senior Leadership Team about their future development. • Operate, as directed by the Business Manager and Executive Headteacher, the JCSC Facebook and Twitter accounts within appropriate protocols and any other specialist channels of communication the school decides to pursue.
Support for the wider school	<ul style="list-style-type: none"> • Work proactively with staff, students and governors to ensure the role meets the needs of the schools and appropriate protocols are in place. • Be aware of and comply with policies and procedures relating to child protection, health and safety and security, confidentiality and data protection, reporting all concerns to an appropriate person • Be aware of and support difference and ensure equal opportunities for all • Contribute to the overall ethos/work/aims of the school • Appreciate and support the role of other professionals • Participate in training and other learning activities and performance development as required • Attend and participate in relevant meetings • To undertake other duties and responsibilities as required commensurate with the grade of the post
Communications	<ul style="list-style-type: none"> • Internal: Staff, Students, Governors • External: Community, Design and Advertising Agencies, Media and Press, Northumberland County Council Communications Team
Management of resources:	<ul style="list-style-type: none"> • Monitor expenditure on advertising and publications. • Media data and equipment. Maintain stock of images of students and staff ensuring compliance with GDPR and that appropriate levels of privacy are maintained
Work arrangements	<ul style="list-style-type: none"> • To work during the school day with some occasional flexibility for evening work e.g. open evenings • To work 10 days during the school holidays for events and activities such as training days, exam results, holidays clubs. • Usually office-based
Additional duties:	<ul style="list-style-type: none"> • To strictly adhere to the principles of the UK General Data Protection Regulation • To actively promote safeguarding, student wellbeing and associated procedures in line with Keeping Children Safe in Education and school protocols

The above duties are not exhaustive and the post-holder may be required to undertake tasks, roles and responsibilities reasonably assigned to them by Senior Management. This job description may be amended at any time in consultation with the post holder, Governing Body and/or Senior Management as required. Trade union representation will be welcomed in any such discussions. The post holder is required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law, and following recognised codes of practice. The post holder is also required to be aware of and comply with policies on health and safety. 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.

JCSC is committed to safeguarding and promoting the welfare of children and young people. All staff are expected to share this commitment.

PERSON SPECIFICATION

The successful candidate is likely to possess all or most of the following:

Criteria	Focus Area
Qualifications and experience	NVQ level 3 or equivalent qualification in a relevant discipline
	Experience of working in a PR or marketing role
	Experience of drafting, editing and proofreading internal and external communications
	Experience of social media management and digital advertising or willingness to learn
	Sufficient numeracy skills to deal with statistical data
	Proven track record of producing materials/resources for publication either personally or in liaison with specialist agencies
Knowledge and understanding	Knowledge and understanding of safeguarding and child protection procedures and health and safety requirements
	Proven track record of producing materials/resources for publication either personally or in liaison with specialist agencies
	Experience of acting in an editorial capacity
	Awareness of equal opportunities and issues in relation to diversity, equality and inclusion
Skills	Highly effective writing skills to produce interesting and informative articles to meet a range of audiences
	An innovative thinker who can encourage, promote and implement new ideas, with the ability to influence change whilst motivating others
	Able to work effectively under pressure, be flexible and prioritise appropriately to meet deadlines
	Effective IT skills in using word processing and/or desk top publishing packages to produce high quality documents
	Excellent oral communication skills with ability to influence internal and external stakeholders
Personal attributes	Ability to put the needs of students first and at the heart of every decision
	Evidence of being able to motivate, inspire and lead staff, parents and children
	A strong communicator with the ability to influence internal and external stakeholders
	A clear understanding of the JCSC aims and ethos and buy in to the relational approach