



“Brookfield Community School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.”

<b>Post title</b>	<b>Marketing and Media Officer</b>
<b>Reporting to</b>	Operations Manager/Senior Leadership Team
<b>Contract type</b>	Permanent, Full Time (37 hours per week), 41 weeks per year (term time plus 2 weeks)

Essential	Desirable
<b>QUALIFICATIONS</b>	
<ul style="list-style-type: none"> <li>▪ 5 GCSE pass or equivalent of NVQ Level 2 including Maths/English</li> <li>▪ IT including Microsoft Office, Adobe Design (or similar), InDesign, Canva</li> </ul>	<ul style="list-style-type: none"> <li>▪ A Level/Level 3 Qualification</li> <li>▪ Full clean driving licence</li> </ul>
<b>PROFESSIONAL EXPERIENCE</b>	
<ul style="list-style-type: none"> <li>▪ Knowledge and experience of image, style and branding with experience of creating design work for both digital and printed content</li> <li>▪ Experience in design.</li> <li>▪ PR and Marketing experience</li> <li>▪ Understanding of legislation and regulations ie copyright, GDPR</li> <li>▪ Photography and video skills including knowledge of image editing</li> </ul>	<ul style="list-style-type: none"> <li>▪ A knowledge of child protection and safeguarding regulations</li> <li>▪ Experience of working with young people</li> </ul>
<b>ESSENTIAL KNOWLEDGE</b>	
<ul style="list-style-type: none"> <li>▪ Knowledge of how to communicate effectively with all stakeholders including students, colleagues, parents/carers, Governors and members of the public</li> <li>▪ Have a commitment to collaboration and co-operative working.</li> <li>▪ Be able to act upon advice/feedback and be open to coaching and mentoring with a willingness to upskill.</li> <li>▪ Excellent proof reading skills with a keen eye for detail.</li> <li>▪ Experience and knowledge of all digital platforms and how social media and the impact of technology is having on marketing and communication.</li> </ul>	
<b>PERSONAL QUALITIES/SKILLS</b>	
<ul style="list-style-type: none"> <li>▪ Ability to prioritise workloads, work under pressure in a methodical and thorough manner to meet tight deadlines and take ownership of all tasks.</li> <li>▪ Ability to work as part of a team or independently.</li> <li>▪ Self-confidence, hardworking, enthusiastic, flexible, open and responsive, approachable.</li> <li>▪ Ability to maintain strict confidentiality and discretion at all times.</li> <li>▪ Enjoys working with young people.</li> <li>▪ Reliable with excellent time keeping and attendance record.</li> <li>▪ Ability to be adaptable to the changing needs and requirements of the post.</li> </ul>	