



“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.”

Post title	Marketing and Media Officer
Reporting to	Operations Manager/Senior Leadership Team
Contract type	Permanent, Full Time (37 hours per week), 41 weeks per year (term time plus 2 weeks)
Main Duties and Responsibilities:	
Media and Communication	<ul style="list-style-type: none"> ▪ Maintain, review and update the school’s website and digital signage with clear, engaging and accessible material that is consistent with the ethos of the school. ▪ Liaison with external providers to ensure that the website is functional and meeting the school’s needs. ▪ To monitor and ensure the school’s website is compliant to the Department of Education and OFSTED guidance. ▪ Effectively use and update all social media platforms used by the school as a means of communication and to promote the school. ▪ Monitor the school’s online presence and forward any messages received through social media to the relevant staff within school. ▪ To ensure that all communication is prepared and updated to meet tight deadlines ie. the school newsletter.
Marketing	<ul style="list-style-type: none"> ▪ Develop and produce high quality promotional material such as the school prospectus and production programmes for the whole school. ▪ Produce and print materials in house to the required standard, including booklets, flyers etc. ▪ To assist in promoting the school eg new intake of sixth form. ▪ Liaison with departments and non-teaching staff over matters relating to marketing and media and whole school issues.
Photography	<ul style="list-style-type: none"> ▪ To photograph key events in school. ▪ To photograph areas of the school or staff when required. ▪ Maintain and expand the photographic library for promotional use, including working with external providers. ▪ To keep up to date with all new legislation regarding to copyright, GDPR etc.
Other Duties	<ul style="list-style-type: none"> ▪ To ensure that reprographics is fully stocked with all the required materials. ▪ Responsibility for all whole school display areas, ensuring statutory notices are displayed and school events well publicised. Give guidance to both teaching and support staff in respect of classroom displays, displaying material provided where necessary.
General	<ul style="list-style-type: none"> ▪ Attendance at staff meetings and INSET activities where relevant. ▪ To uphold and actively support the school’s policies and procedures. ▪ Undertake any other duties which might be reasonably be regarded as within the responsibilities of the post, subject to the proviso that any changes of a permanent nature shall be incorporated into the job description in specific terms.