

Hadrian Learning Trust

**JOB DESCRIPTION**

<b>Post Title:</b>	Administration Assistant, Communications	<b>Director/Service/Sector:</b>	Children's Services
<b>Band:</b>	TBC	<b>Workplace:</b>	HMS and QEHS Part of HLT
<b>Responsible to:</b>	Trust Office Manager and The Trust Business Manager	<b>Date:</b>	September 2022
<b>Job Description Ref:</b>	SG3 – Comms Specialism		

**Responsible for:**

**Contact with young people:** This role requires regular, ongoing and unsupervised contact with young people. This contact is direct and could potentially be on both a, 1:1 and group basis within the workplace. The degree of responsibility for young people is outlined below in the role and responsibilities area of the form.

**Job Purpose:**

Manage the admin teams across the Trust. Organise and supervise all administrative systems including developing admin systems across schools. Contribute to the planning, development and monitoring of support services and management of support staff, including co-ordination and delegation of relevant activities, maintaining confidentiality at all times. Lead on GDPR for the Trust.

<b>Resources</b>	Staff	Management of a team of 10-12
	Finance	Orders and invoices, petty cash, trust credit card holder.
	Physical	Office equipment, accuracy and security of databases,
	Clients	Internal (Teachers, Other Staff, Pupils) and External (Parents, Visitors, Members of the Public)

**Duties and key result areas:**

**Key responsibilities linked to the role:**

**Organisation and administration**

- Contribute to the updating and presentation of the school calendar(s)
- Work to the whole school assessment calendar and curriculum team deadlines ensuring deadlines are met for reports and publications
- Support SLT with the production of student option brochures (KS4 and 5)
- Proof read student UCAS applications
- Undertake typing and word processing and complex IT tasks e.g. handling specific school-based record systems and databases
- Communicate with other staff to improve efficiencies
- Proof read and amend documents and reports
- Provide administrative and organisational support to staff
- Train and develop staff as appropriate in relation to social media and the websites
- Deal with complex reception/visitor etc. matters
- Contribute to the planning, development and organisation of support service systems/procedures/policies
- Organise school trips/events etc
- Manage manual and computerized, cloud based, record and information systems e.g. SIMS
- Analyse and evaluate information and produce reports and information as required



- Processing of invoices and paperwork associated with the finance management of a school, as directed by the finance manager
- Undertake typing and word processing and complex IT tasks e.g. handling specific school-based record systems and databases
- Provide organisational support to the Trust Board where directed.
- Undertake the administration of complex procedures
- Complete and submit complex forms and returns e.g. PLASC etc., including those to outside agencies e.g. DfES where required
- Undertake the administration of payroll systems and documents as appropriate

#### **Communications, Marketing and Publicity**

- 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.
- Support SLT in drafting press releases for local media outlets and monitor press coverage of schools and other educational establishments.
- Develop briefs for external specialist suppliers for design and printing work where necessary, ensuring value for money is achieved, and liaise with the relevant budget holder for approval.
- Work with the Business Manager to improve internal communications across the trust
- Develop marketing and promotional materials including adverts, flyers, brochures, banners etc.
- Develop an agreed HLT branding and style guide and ensure all school communications and marketing materials are consistent.
- Coordinate the production and distribution of school and trust newsletters
- Draft, edit and proofread 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 promotion of and publications for 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**

- Maintain and update the schools' websites, 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 schools' website and produce a compliance report on statutory requirements.
- Work with the Business Manager to develop and maintain a staff intranet to improve internal communications and efficiencies
- Monitor changes in statutory requirements for school websites and make recommendations about the schools' response to the Senior Leadership Team.
- Draft content for news items on the websites and ensure these features are regularly updated.
- Monitor usage statistics for the schools' websites and make recommendations to the Senior Leadership Team about their future development.
- Operate, as directed by the Business Manager and Executive Headteacher, the HLT Facebook and Twitter accounts within appropriate protocols and any other specialist channels of communication the school decides to pursue.



## Resources

- Operate relevant equipment and complex ICT packages
- Monitor and manage stock within an agreed budget, cataloguing resources and undertaking audits as required
- Manage any retailing activity that takes place within the school e.g. uniform sales/tuck shop etc.
- Provide advice and guidance to staff, pupils and others
- Undertake research and provide information to inform decisions
- Assist with procurement and sponsorship
- Assist with the marketing and promotion of the school
- Manage the administration of facilities including the use of school premises
- Undertake complex financial administrative procedures
- Assist with the planning, monitoring and evaluation of the school's budget
- Manage expenditure within an agreed budget

## Responsibilities

- Comply with and assist with the development of Trust policies. The post holder must carry out his/her duties with full regard to the Trust's Child Protection, Equalities and other relevant policies in the terms of employment and service delivery to ensure that colleagues are treated and services delivered in a fair and consistent manner and procedures relating to:
  - Safeguarding and Child protection
  - Health and safety - the post holder is required to comply with health and safety policy and systems, report any incidents/accidents/hazards and take pro-active approach to health and safety matters in order to protect both oneself and others.
  - Data protection
  - Confidentiality and data protection Reporting all concerns to an appropriate person.
- Support the school's policies that ensure equality of opportunity across a range of abilities
- Contribute to the overall ethos of the school and Work in such a way as to promote the ethos and vision of the school.
- Establish constructive relationships and communicate effectively with external agencies
- Attend and participate in regular meetings
- Participate in training and development as required.
- To undertake First Aider training appropriate with the role and nature of activity.
- To undertake other duties and responsibilities as required commensurate with the grade of the post.

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. You are therefore under a duty to use the school's procedures to report any concerns you may have regarding the safety or well-being of any child or young person.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post and the grade has been established on this basis.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.

Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.

Employees are expected to adopt a professional, courteous demeanour at all times during communication with colleagues, visitors, or students.

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.

#### Work Arrangements

Transport requirements:	Required to use own transport to travel within and out-with the County
Working patterns:	Normal work patterns
Working conditions:	Normally indoors; there may be occasions where you would be required to work at Hexham Middle School or other school within the Trust

#### PERSON SPECIFICATION

Essential	Desirable	Assess by
<b>Knowledge and Qualifications</b>		
<ul style="list-style-type: none"> <li>NVQ level 3 or equivalent qualification in a relevant discipline</li> <li>Good numeracy and literacy skills (NVQ level 2 or above) including use of grammar, punctuation and spelling</li> <li>Experience in using a content management system (e.g. Word Press)</li> </ul>	<ul style="list-style-type: none"> <li>Chartered Institute of Marketing Certificate in Professional Marketing (or equivalent)</li> <li>Plain English and/or Plain English for the Web training</li> <li>IT qualification including use of word-processing, spreadsheets, databases and desk-top publishing e.g. European Computer Driving License</li> <li>Training in using Microsoft Publisher/Word Press/Adobe Technical Suite</li> </ul>	(a), (t), (g)
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Experience of drafting, editing and proofreading internal and external communications</li> <li>Proven track record of producing materials/resources for publication either personally or in liaison with specialist agencies</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working with the press and media including drafting press releases and advert copy</li> <li>Experience of working within agreed budgets and ensuring value for money in procurement of services</li> </ul>	(a), (i), (g)
<b>Skills and competencies</b>		



<ul style="list-style-type: none"> <li>• Effective IT skills in using word processing and/or desk top publishing packages to produce high quality documents</li> <li>• Highly effective writing skills to produce interesting and informative articles</li> <li>• Experience of acting in an editorial capacity</li> <li>• Good planning and organisational skills with the ability to work to strict deadlines for advertising and publications</li> <li>• Excellent oral communication skills with ability to influence internal and external stakeholders</li> <li>• Ability to effectively safeguard children and young people</li> <li>• Ability to work on own without supervision on a day-to-day basis</li> <li>• Ability to deal simultaneously with the conflicting demands of a number of service users</li> </ul>		(a), (i), (t)
<b>Physical, mental and emotional demands</b>		
<ul style="list-style-type: none"> <li>• Ability to work under pressure to meet deadlines</li> <li>• Ability to maintain vigilance to ensure children remain safe and secure in a shared area with the general public</li> </ul>		(i)
<b>Other</b>		
<ul style="list-style-type: none"> <li>• Willingness to participate in personal and professional development</li> <li>• Self-motivated and able to work under own direction on a day-to-day basis</li> <li>• Passion for communication to inspire others</li> </ul>	Evidence of learning beyond the work place	(a), (i)

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (q) personality questionnaire (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits