



JACK & JILL
FAMILY OF SCHOOLS

JOB DESCRIPTION

POSITION	Communications Manager		
LOCATION	To work flexibly across all Jack and Jill sites in Hampton, Hampton Hill, Twickenham	SALARY	Competitive
REPORTING TO:	Deputy Principal	RESPONSIBLE FOR:	NIL Staff
HOURS	Full time during term time from 08.00 with flexible working schedule during holiday periods		

PURPOSE OF ROLE	To be responsible for the development of school communication internally and externally.
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KEY TASKS

Develop communications strategies between key stakeholders both within and outside the school communities
Write copy for all initiatives, including marketing, sales and internal communications, policies, newsletters
Proof read and edit school documents
Create marketing strategies that build customer loyalty programs, brand recognition and customer satisfaction
Create and manage release dates for recurring publications
Manage projects to ensure content is publication-ready and in by the deadline
Create and send out press releases for school events, new products and services
Manage all social media communication & develop new and innovative ways of using such media for communication
Create information booklets for staff, parents and interested parties
Strong presentation and communication skills
Excellent organizational skills and the ability to meet deadlines
Demonstrated ability to use social media channels effectively to deliver marketing content
Experience creating targeted content that generates measurable ROI
Experience in Marketing, Communications or similar field

This job description may be amended at any time following discussion between the Principal/Deputy Principal and member of staff.



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Safeguarding

Jack & Jill are committed to safeguarding and promoting the welfare of all stakeholders. In order to meet this responsibility, we follow a rigorous selection process. All successful candidates will be subject to an enhanced Disclosure and Barring Service check.

Jack and Jill School

Jack & Jill School is an Ofsted 'outstanding', family-owned nursery and preparatory in Twickenham, Hampton and Hampton Hill with a sixty-five-year tradition of excellence.

ORGANISATION CHART

Principal/Deputy Principal
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Communications Officer

CONTACTS

Staff , Suppliers, Stakeholders, Parents

PERSON SPECIFICATION

Communications Officer

ATTRIBUTES	ESSENTIAL	DESIRABLE
	Ability to present a welcoming professional image of the School at all times	
Qualifications	Educated to degree level	Degree in English or marketing or related field
Experience	Experience of working in communications area. Experience of copywriting and preparing press releases and newsletters Good project management skills	
Knowledge	Knowledge of the principles of Communications Outstanding skills and confident ICT user, knowledge of Microsoft Office package and office systems Desktop publishing, presentation software and database management Strong confident user of social media for business Knowledge of website design	



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Skills and ability	<p>Ability to establish positive relationships with staff, pupils and suppliers</p> <p>Ability to work effectively and supportively as a member of the school team</p> <p>Ability to communicate to staff, parents and stakeholders in professional, enthusiastic and motivated manner</p> <p>Ability to work in an organised and methodical manner having good attention to detail and work on own initiative</p> <p>Ability to develop efficient record keeping systems</p> <p>Ability to produce accurate and up to date records and reports as required</p> <p>Ability to identify work priorities and manage own workload to meet deadlines whilst ensuring that lower priority work is kept up to date</p> <p>Ability to communicate and liaise effectively with people at all levels providing clear concise written/verbal communications appropriate to the audience</p>	
Qualities and attributes	<p>To be polite, courteous and respectful at all times</p> <p>To be calm and patient under pressure and collaborate with staff and parents</p> <p>Ability to show initiative and work proactively to ensure the smooth running of the School</p> <p>Ability to maintain confidentiality on all school matters</p>	
Special conditions	Enhanced DBS check disclosure required	

Apply for the post by completing the Application Form available on the Vacancies page of the Jack and Jill School website, www.jackandjillschool.org.uk and sending the application form and a covering letter explaining why you are interested in this role by email to hr@jackandjillschool.org.uk or post to

Jack and Jill School
20 First Cross Road
Twickenham
TW2 5QA

Deadline: Friday 6 April 2018