

Job Description

POST:	Cluster Communications Officer (12-month contract)
RESPONSIBLE TO:	Director of Communications
GRADE:	Support Staff GLPC Outer London 13 - 17
LINE MANAGEMENT OF:	N/A
LOCATION:	Oasis Academy Arena, Oasis Academy Putney, Oasis Academy Shirley Park (Primary & Sixth Form) Travel will be required.
WORKING PATTERN:	Full time 37 hours per week, 52 weeks per year. 12 month initial contract
JOB PURPOSE:	To assist in the delivery of all aspects of marketing communications services to three academies in South London.

CONTEXT:

Each Oasis academy undertakes bespoke marketing and communications activities to ensure that they are schools of choice for local families, and employers of choice attracting capable and enthusiastic teachers and support staff, enabling us to deliver “Exceptional education at the heart of the community.”

As agreed with the leaders of the three academies and working in collaboration with the National Communications Team, the Cluster Communications Officer is responsible for undertaking marketing activities including but not limited to, securing positive press coverage, conducting engaging and consistent social media strategies, updating and maintaining academy websites, delivering marketing strategies and events to maximise student application numbers.

As this is a new role the initial contract is for 12 months as we evaluate the responsibilities and effectiveness. It is our ambition that this role will become permanent if it has the positive impact we anticipate.

DISCLOSURE LEVEL:	Enhanced
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KEY RELATIONSHIPS:

A. INTERNAL RELATIONSHIPS:

Regional Director (London) and their PA, academy principals and their PAs, academy admission leads, Director of Communications, Communications & Marketing Project Manager, Digital & Brand Manager, National Lead for Admissions, Press & External Relations Officer

B. EXTERNAL RELATIONSHIPS:

Design agencies, Local journalists, printers, merchandise suppliers.

SPECIFIC RESPONSIBILITIES:

A. Marketing

i. Maximising student numbers

- Working with the support of the National Lead on Admissions, and in line with targets established by the academy principal and academy admission lead, undertake marketing activity to increase student applications and new pupils joining the academy.
- Collaborating with the academy admission lead, run agreed marketing and events to contribute to achieving this.
- Working with the support of the Digital & Brand Manager, ensure website of each Academy is using marketing to facilitate becoming 'School of Choice'.

ii. Maximising recruitment of staff

- As requested by the academy principal, and with the support of the Digital and Brand Manager, devise relevant marketing to highlight academy vacancies.
- Working with the support of the Digital & Brand Manager, ensure website of each Academy is using marketing to facilitate becoming an 'Employer of Choice.'

iii. General

- Complete marketing activities for the academies, with the support and training of the National Communications Team.
- Work with relevant National Communication Team members to identify opportunities to market the academy/ source any additional materials etc., and then action these requirements.

B. Academy Brand and Reputation

- Work with the Communications & Marketing Project Manager to identify and opportunities for branding.
- Ensure the academies are adhering to the OCL visual brand guidelines.
- With the Principal and Academy Admissions Lead, re-evaluate core materials (e.g. academy prospectuses) suggesting evolutions and share best practice.

C. Web/Digital Responsibilities

- With the support of the Digital and Brand Manager, maintain three academy websites to ensure content is engaging, and contributes to building academy reputation, and maximises student applications.
- Maintain academies' social media accounts to ensure content is engaging, and contributes to building academy reputation, and maximises student applications.

D. Academy Reputation and Press Coverage

- With the support of the Press and PR Officer, seek opportunities for positive press coverage for the three academies, drafting press releases, taking GDPR compliant photographs, and contacting journalists.
- To pass any negative press enquiries (or those with an element of risk) to the Press and PR Officer.
- Amend press releases for use internally and on academy websites, to maximise the academy's reputations.

E. GENERAL

- Take part in line management meetings with Director of Communications at the National Office, at an academy or remotely.
- Liaise continuously with the OCL Comms Team at the National Office to ensure all local marketing reflects National thinking.
- To carry out any other Communication duties as may reasonably be required by the Regional Director, academy principals, Director of Communications.
- To take every opportunity to raise support for OCL and to promote its work.

F .SAFEGUARDING CHILDREN AND YOUNG PEOPLE

- Oasis Community Learning is committed to safeguarding and promoting the welfare of children and young people. We expect all staff to share this commitment and to undergo appropriate checks, including an enhanced CRB check.

The above responsibilities are subject to the general duties and responsibilities contained in the Statement of Conditions of Employment.

The duties of this post may vary from time to time without changing the general character of the post or level of responsibility entailed.



Cluster Communications Officer Person Specification

Our Purpose

Oasis Academies exists to provide a rich and balanced educational environment which caters for the whole person - academically, vocationally, socially, morally, spiritually, physically, emotionally and environmentally. Our task is to serve our students as well as to provide a learning hub for the entire community. In this way we will raise aspirations, unlock potential and work to achieve excellence through encouraging a 'can do' culture which nurtures confident and competent people.

Oasis Community Learning Ethos

Our ethos is an expression of our character - it is a statement of who we are and therefore the lens through which we assess all we do. Our work is motivated and inspired by the life, message and example of Christ, which shapes and guides every aspect of each of our schools. This is foundational to our belief that all people are created and loved by God as equal and unique beings, and to our commitment to model inclusion and compassion throughout all the aspects of the life and culture of each Academy community.

	Essential	Desirable
Qualifications	Educated to Degree level (or equivalent work experience in this type of role – see below)	Other communications or marketing type discipline recognised qualifications.
Experience, Skills & Knowledge	<p>Proven experience in digital communications</p> <p>Proven experience in social media</p> <p>Proven experience in marketing</p> <p>An aptitude for creative and conceptual thinking</p> <p>Excellent organisational skills</p> <p>Proven ability to work under pressure and respond to deadlines and meet targets</p> <p>Ability to make sound judgements and prioritise multiple demands</p> <p>High attention to detail.</p> <p>Good eye for design</p> <p>Proven IT skills with a working knowledge of MS Office Suite</p>	<p>Good copy and content generation experience</p> <p>Ability to use and integrate websites with social media applications</p> <p>Experience of content generation for web platforms</p> <p>Experience of working with journalists</p> <p>Experienced with InDesign</p> <p>Experienced with Adobe Suite</p> <p>Knowledge of the education sector</p> <p>Proven event management skills</p>
Communication	<p>Excellent communication skills</p> <p>Well-developed inter-personal skills and proven ability to relate effectively at all levels, both internally and externally</p> <p>Team player who is able to work collaboratively</p>	Good written communication skills
	Enthusiastic, positive approach to customer service.	A flexible approach to work, willing to work outside normal working

Personal Qualities	<p>Highly energetic.</p> <p>Pro-active learner</p> <p>Commitment to working as a positive and constructive team member</p> <p>Commitment to high professional and personal standards.</p> <p>Ability to be discreet, discerning and maintain confidentiality; awareness of data protection issues</p> <p>Commitment to safeguarding and promoting the welfare of children and young people</p> <p>Willingness to undergo appropriate checks, including enhanced CRB checks</p> <p>Have a willingness to demonstrate commitment to the values and behaviours which flow from the Oasis ethos.</p>	<p>hours in periods of high demand and travel when required</p> <p>Ability to manage a complex workload, to work independently and to tight deadlines.</p>
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