



JOB DESCRIPTION

Digital, media, and website creator with responsibility for media, social media and the school website.

This role will have the responsibility for media, social media and the school website will be responsible for creating and managing the school's online presence, including its website and social media platforms, to engage with the community, promote the school, and ensure accurate and informative communication. This role would involve designing engaging visual content, developing and implementing social media strategies, and potentially managing the school's website content and functionality.

You will also be required as a specialist teaching assistants to be allocated to the areas where you will be responsible for supporting the class teacher in the teaching and welfare of children to ensure they attain the targets set under their individual educational programmes. Dealing with pupils' therapeutic, behavioural and personal care needs.

Responsibilities:

Website Design and Management:

- Designing and maintaining the school's website, ensuring it is user-friendly, visually appealing, and reflects the school's brand.
- Using web content management systems (CMS) to update and manage website content, including text, images, and videos.
- Conducting website testing to ensure functionality across different devices and browsers.
- Staying current with web design trends and technologies.
- Collaborating with other team members to ensure the website is accessible to all users.

Social Media Management:

- Developing and implementing social media strategies to engage with the school community, parents, students, and alumni.
- Creating and posting engaging content on social media platforms, including text, images, videos, and graphics.
- Managing and monitoring social media analytics to track performance and make data-driven decisions.
- Interacting with followers and responding to comments and messages.

Content Creation:

- Designing graphics, logos, and other visual assets for both the website and social media platforms.
- Writing engaging and informative copy for website content and social media posts.
- Ensuring all content is accurate, up-to-date, and aligns with the school's brand guidelines.

Communication and Collaboration:

- Working with school staff to gather information and create content for the website and social media.

- Collaborating with other marketing professionals to develop and implement marketing campaigns.
- Providing training and support to school staff on using the website and social media platforms.

Required Skills and Qualifications:

- Good standard of general education together with good numeracy and literacy skills; Grade C or above at GCSE (or equivalent) in English and Maths.
- Use basic technology i.e. computer, video, photocopier etc.
- Previous experience of working with children.
- Knowledge of policies and procedures relating to child protection, health, safety, security, equal opportunities and confidentiality.
- Have the ability to relate well to children and adults, understanding their needs and being able to respond accordingly.
- Good influencing skills to encourage pupils to interact with others and be socially responsible.

Web Design

- Strong understanding of web design principles, including layout, typography, colour theory, and user experience
- Proficiency in web design software and tools, such as Adobe Photoshop, Illustrator, or other similar software
- Experience with HTML, CSS, and JavaScript
- Experience with responsive design to ensure websites are optimized for various devices

Social Media Management

- Experience with managing social media platforms, such as Facebook, Instagram, Twitter, and other relevant platforms
- Understanding of social media best practices and strategies
- Ability to create engaging and visually appealing content for social media
- Experience with social media analytics and reporting

Content Creation

- Excellent writing and editing skills
- Ability to create compelling and informative content for the website and social media
- Experience with photography, video editing, or other visual content creation

Additional Responsibilities as a Teaching Assistant:

- Ensure the maintenance of a clean, orderly and safe working environment ensuring that equipment / resources / materials are set out on time and as per instructions and used safely to enable pupils to meet their learning targets.
- Assist teacher with learning activities ensuring health and safety and good behaviour of pupils.
- Support the pupils in accessing learning activities as directed by the teacher to enable pupils' progress towards their targets.
- Be aware of and support differences to ensure all pupils have equal access to opportunities to learn and develop.
- Provide clerical / admin support (e.g. typing, photocopying, display etc.) and undertake basic record keeping in respect of pupil learning, behaviour management, child protection etc. (including liaising with therapists) as directed in order to support the teacher deliver the specific learning programmes set for each child.
- Be aware of and comply with policies and procedures relating to child protection, health, safety, security and confidentiality reporting all concerns to an appropriate person to ensure pupils' wellbeing.
- Contribute to the overall work / aims of the school and appreciate and support the role of colleagues and other professionals to enable the school to fulfil its development plans etc.

- Undertake training and other learning activities and attend relevant meetings (within contracted hours) as required to ensure own continuing professional development.
- Attend to pupils' personal care needs and assist with the organisation of refreshments and mealtimes to ensure pupils' wellbeing and health and safety.
- Implement behaviour management programmes for pupils with severe learning and /or emotional problems to ensure pupils' wellbeing, health, safety and learning needs are met.
- Provide support for the class teacher and colleagues in the manual handling and/or physical restraint of pupils to ensure pupils' wellbeing, health and safety is maintained and assist with the development of hygiene, toilet training and general dressing programmes.

PERSONAL ATTRIBUTES:

- A positive attitude to all aspects of work
- To be adaptable and flexible
- To demonstrate a desire to do your very best and to want to improve yourself
- To show dignity and respect for everyone
- To be self-assured and independent
- To act in a professional manner
- To use initiative
- To demonstrate accountability for all your actions

JOB CONTEXT:

Teaching Assistants with responsibilities will be expected to work effectively with individual pupils and/or small groups under the direction and supervision of a class teacher. They will contribute to, and need to demonstrate skills in planning, monitoring, assessment and class management. Teaching Assistants would also be expected to work as part of the school team and contribute to plans to ensure the school meets its aims.

The post holder must work within the relevant policies, codes of practice and legislation reporting any concerns to the relevant person.

The post holder must have good communication skills to be able to inform, persuade, inspire and motivate pupils and provide feedback to other professionals and parents as required.

Requirements before allocated to the role of Specialist ASD or Specialist SLD / MLD role:

- Completion of all elements of the school Induction Program
- Successful completion of a 6-month probationary period
- Engagement with Mentoring Program
- Completion of agreed elements of the Core Training Program
- Achieve "Meets Required Standards" grade at first PMR
- Be working within the National Occupational Standard Unit STL12

SCOPE FOR IMPACT:

Support staff in schools to make a strong contribution to pupils' learning and achievement. Teaching Assistants provide support to teachers and schools allowing qualified teachers to make even more effective use of their time, professional knowledge, skills and understanding. Teaching Assistants contribute to pupils' learning and will have a significant impact on pupils' achievement.

ORGANISATION: *(not line management responsibilities)*

Headteacher



Deputy Head



Assistant Head



Class Teacher



Teaching Assistant



PERSON SPECIFICATION

	Essential	Desirable
TRAINING & QUALIFICATIONS:		
English and Maths GCSE or equivalent grade C/4 or above (original certificates must be brought to interview)	✓	
Any NVQ 2 showing ability to study at that level		✓
Evidence of attending training to develop own skills	✓	
PROFESSIONAL KNOWLEDGE & UNDERSTANDING:		
Experience within any school		✓
Experience with children / young people with Additional Educational Needs		✓
Able to use IT for their own needs and to develop children's learning	✓	
PERSONAL SKILLS & ABILITIES:		
Excellent sense of fun, humour and enjoyment of life	✓	
Able to build and manage relationships constructively with a wide range of pupils, adults and professionals	✓	
Personal organisation skills in order to meet the many and varied elements of the role	✓	
Able to work as a member of a team	✓	
OTHER REQUIREMENTS:		
Application forms must be completed in full – dates & grades of qualifications are essential	✓	
Supporting letters should be clear and concise and relate to the person specification and job description	✓	
Underpinned by an overall philosophy / understanding of special education	✓	

The interview will explore candidates' ability to perform the duties of the post as well as:

- Safeguarding and promoting the welfare of children
- Motivation to work with children and young people
- Ability to form and maintain appropriate relationships and personal boundaries with children / young people
- Emotional resilience in working with challenging behaviours
- Attitudes to use of authority and maintaining discipline

If shortlisted, any relevant issues arising from references will also be discussed further at interview.