



<b>Post Title</b>	HR and Marketing Officer
<b>Salary</b>	Grade 8 Pay Point 25-28 £23,976-£26,746
<b>Responsible to</b>	School Business Manager
<b>Type</b>	Part Time, 36 hours per week, all year round (term time only options available)
<b>Term</b>	Fixed Term, 12 months
<b>Base</b>	Work from home
<b>Allowance</b>	£278.40 per annum
<b>Job Purpose</b>  <p>The HR and Marketing officer will be responsible for enhancing and protecting the Schools brand and reputation through effective marketing, communication and digital engagement.</p> <p>The post holder will be responsible for developing and managing content for School website and social media channels to ensure a consistent and professional brand presence across platforms</p> <p>They will work collaboratively with internal teams to deliver marketing initiatives that promote the School's vision and values including: Attendance, Routine, Respect, Relationships, Trust and Teaching.</p> <p>In addition the postholder will provide administrative support to the Trust HR team, contributing to efficient HR operations.</p>	
<b>Key Tasks and Activities:</b> <b>Role Specific</b> <ol style="list-style-type: none"> <li>1. To support the development and implementation of the School's brand and marketing strategy</li> <li>2. Develop, manage and schedule engaging content for digital and print to promote the School activities</li> <li>3. Support the design and distribution of newsletters and internal communications</li> <li>4. Ensure all communications and materials are consistent with the schools brand identity</li> </ol>	

5. Monitor and report on marketing activity effectiveness and engagement providing insights and recommendation for improvement
6. Manage, update and improve school websites ensuring content is engaging and accessible
7. Plan and deliver social media campaigns across all platforms
8. Take on specific responsibilities as directed by the school's Management Team.

**HR Support (when applicable):**

1. Provide administrative support to the HR team including recruitment and onboarding
2. Assist with maintaining up-to-date and compliant HR databases and personnel file
3. Assist with drafting HR correspondence, internal or external communications and reports as required
4. Act as a point of contact for low-level HR queries as directed by the HR team

**General**

1. Travel to ALP Schools as requested by management,
2. Undertake relevant CPD as required

**Key Performance Indicators**

1. Increased engagement and traffic on the website and social medial platforms
2. positive engagement and feedback from staff and the community
3. Timely delivery of internal and external campaigns
4. Accuracy and timeliness in responding to HR queries

**Expectations and Values**

ALP Schools are committed to continuous learning and all staff are expected to engage in continuing professional learning and development. In common with all who work for the school, the postholder will also be expected:

1. Act as an ambassador for ALP Schools by supporting our values and expectations of learning within the community.
2. Be a significant presence and role model for students and staff.
3. Follow and where appropriate enact all relevant policies, procedures and guidelines.
4. Contribute to development through team planning and review meetings.

All staff have a responsibility for providing and safeguarding the welfare of children and young persons s/he is responsible for or comes into contact with.

**Special Factors:**

1. The nature of the work will involve the post-holder carrying out work outside of normal working hours.
2. The post-holder may be required to attend, from time to time, training courses, conferences, seminars or other meetings as required by his/her own training needs and the needs of the service.
3. Expenses will be paid in accordance with the school policy.
4. This post is subject to a check being carried out at an Enhanced level by the Disclosure and Barring Service regarding any previous criminal record.

The above responsibilities are subject to the general duties and responsibilities contained in the Written Statement of Particulars.

**This job description sets out the duties and responsibilities of the post at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.**

ALP Schools seek to promote the employment of disabled people and will make any adjustments considered reasonable to the above duties under the terms of the Equality Act 2010 to accommodate a suitable disabled candidate.

### **Equality and Diversity Statement**

ALP Schools are committed to achieving equality for all those who learn and work with us, and wishes to develop a fair and supportive environment, which provides equality of opportunity and freedom from unlawful discrimination on the grounds of race, colour, nationality, ethnic origin, gender, gender identity (transsexuality), marital or civil partnership status, disability, sexual orientation, religious or political beliefs, age, social class or offending background.

Staff in Human Resources play a critical role in developing, maintaining and supporting equality and diversity in employment. All staff have a legal and personal responsibility to uphold the School's policies.

Equality of opportunity is embedded in the recruitment and selection of staff, training, promotion, performance and development management, induction, probation, and communication and elsewhere. We endeavour to treat people fairly on the basis of individual need and to build a workforce which is diverse.

A variety of training courses, some mandatory, on equality and diversity are organised through our Staff Development.

## **Person Specification**

Essential (E) Desirable (D)

### **Education and Qualifications**

- To have achieved a qualification in English / literacy and mathematics / numeracy equivalent to at least a level 2 on the National Qualifications Framework. (E)
- To have a qualification relating to the field of expertise (E)

### **Experience**

- Experience managing social media accounts and website content (E)
- Experience using Google Education (D)
- Experience and good knowledge of working with young people with special educational needs and disabilities. (E)
- A strong track record of developing new ideas and initiatives in an educational setting (D)
- Experience of working collaboratively in teams, and independently (E)
- Experience of working with clear guidelines and procedures (E)
- Ability to establish and maintain professional working relationships with a variety of colleagues across directorates and other agencies (E)

### **Knowledge, Skills and Abilities**

- Strong written and verbal communications (E)
- Attention to detail and accuracy in administrative tasks (E)
- Proactive approach to problem solving (E)
- Ability to work flexibly in a rapidly changing environment (E)
- Excellent presentation skills (E)
- Strong understanding of young people, education and the national curriculum (E)
- Computer literate (Word, Excel, Outlook and internet) (E)
- Understanding of safeguarding, confidentiality and GDPR (D)
- Strong organisational, planning and time management skills (E)
- Ability to be a strong team player (E)

- Excellent written and communication skills (D)
- Basic HR Knowledge (D)

**Personality and Social Skills**

- An empathetic nature (E)
- Ability to maintain confidentiality in the light of handling sensitive information (E)
- Good communication and social skills, with a good sense of humour (E)
- Ability to work flexibly with reference to time and location and meet deadlines (E)
- Demonstrate a consistent and positive attitude to challenges (E)
- Capacity to work under heavy and complex workloads (E)

**Other Factors**

- Full and current driving licence with use of a vehicle for work (D)