



MARKETING & COMMUNICATIONS OFFICER

Responsible to: PA to CEO/HR Manager

Location: Saint George's CE School (Trust wide)

Role description

To deliver effective messages on behalf of the Aletheia Anglican Academies Trust across digital channels (including social media, the website and email).

Day to day accountabilities

- Identify ways to develop, implement and continuously improve a Trust wide digital marketing and communication strategy
- Co-ordination of Trust wide digital communication including newsletters
- Manage the day to day running of social media accounts and interact with social media users
- Cover and report on Trust events, activities and prepare news stories for publication
- Ensure that the Trust website is maintained, updated and developed as necessary, and ensure that it remains compliant
- Keep an overview of all Trust school websites to ensure that they remain compliant
- Collate information for promotional literature
- Working with outside professionals where necessary, assume responsibility of the design and production of printed and promotional marketing materials
- Ensure that all marketing and communication activities are aligned with the Trust's values, visions and mission
- Provide support for events and exhibitions as required

General responsibilities

- Build and maintain good working relationships with all Trust colleagues
- Assist as necessary in other Trust areas at peak times
- Work at all times towards the aims and goals of the Trust and any individual objectives/targets you may have agreed
- Act in accordance with GDPR and Data Protection Policy at all times
- Adhere at all times to Trust policies and procedures
- Take responsibility for own Health and Safety

As this is a new role, this role profile is not necessarily comprehensive, and the position holder will be required to carry out such other duties as may be reasonably required within the general scope of the post.