



Job Description

Job Title:	Website Content Officer (Secondary)
Grade:	VIAT 6 or 7 depending on experience
Schools:	Valley Park and Invicta Grammar School
Hours:	37 hours per week, Term Time Only
Reports to:	Trust Communications Manager
Accountable to:	COO

1. Job Summary

Reporting to the Trust Communications Manager, the post holder will be responsible for creating, editing and developing online content and services, liaising with colleagues across Valley Park and Invicta Grammar Schools, while ensuring that content is simple, accessible and audience-focused.

2. Key Working Relationships

- Trust Communications Manager;
- Headteachers;
- Classroom Teachers;
- VIAT staff;
- Students.

3. Key Result Areas

a. Areas

- The Website Content Officer will be responsible for overseeing the development, execution and delivery of digital content across the two school websites and social media platforms;
- Collect, monitor and analyse performance metrics, and respond/make improvements accordingly;
- Work closely with teachers, students, and communication and marketing colleagues to ensure co-ordinated delivery of activity/news/events;
- Management of regular Invicta alumni communication, primarily through social media and website;
- Collaborate with marketing colleagues to create promotional concepts when necessary;
- Use of all appropriate social media platforms to promote school news, events, successes and information;



- Work with the Trust Communications Manager to establish priorities and develop new ideas and projects.
- b. Safeguarding**
 - VIAT is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- c. Equality and Diversity**
 - The Trust is committed to valuing diversity in employment, service delivery practices and its general environment. An expectation of all leadership posts within the Trust is that each individual will take responsibility for promoting inclusive and accessible service provision, staff development and a culture that values and respects difference.

4. Statement

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job, and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required.

Your duties will be set out in the above job description, but please note that Valley Invicta Academies Trust maintains the right to update your job description from time to time, to reflect changes in or to your job. You will be consulted about any proposed changes.

Signed:

Date:

Person Specification: Website Content Officer (Secondary)

AREA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> Qualified to A Level or above. 	<ul style="list-style-type: none"> Qualified to Degree level in a relevant subject.
Experience	<ul style="list-style-type: none"> Updating websites using a Content Management System (CMS). In writing content for a variety of media and audiences. 	<ul style="list-style-type: none"> Experience in copy writing.
Knowledge	<ul style="list-style-type: none"> Social media platforms; Marketing and campaign strategies. 	<ul style="list-style-type: none"> Basic HTML knowledge.
Skills	<ul style="list-style-type: none"> Use of Office based programmes; Excellent written and verbal communication skills; The ability to apply data analytics to personalise and optimise content; A meticulous eye for detail. 	
Attributes	<ul style="list-style-type: none"> Ability to be a proactive and a clear communicator; Ability to write content quickly and accurately; Ability to work independently or as part of a team; Calm, friendly nature; Flexible approach; Professionally discreet and able to respect confidentiality; Confident and able to use own initiative. 	