

Job Description & Person Specification

Job Title:	Communications Specialist
Salary Scale/Range:	NJC Scales Points 32 – 42 £40,221 - £45,441 per annum, pro rata, £21,348 - £24,118 per annum actual (depending on experience and qualifications). NJC Pay award 2024-25 pending.
Hours:	Part Time 0.6 FTE Term Time Only
Reporting To:	CEO and Principal
	<p>School ethos and culture</p> <p>Swalcliffe Park School is a non-maintained residential and day school for high functioning autistic boys. We have developed a 'Quality of Life' (QoL) framework and approach to hear student and family voice on the issues of importance to them. We use weekly 'keyworking' and termly surveys with students and families, in combination with our own observations and assessments, to help identify priorities to support both groups. The framework enables us to take a holistic approach to helping our students develop their attitudes, skills and knowledge in four main areas, namely Communication, Self-management, Independence and Achievement.</p> <p>Our 'QoL' framework views each young person as an interconnected part of their family, an approach which underpins our school ethos, culture and working practice.</p> <p>We also lead the QoL network to support other schools and organisations wishing to adopt a QoL approach and share best practice.</p> <p>Job Summary:</p> <p>Swalcliffe Park School is leading a non-maintained school for autistic boys and a Charitable Organisation. The Communications Specialist will play an integral role in raising the profile of the school locally, nationally and internationally. This role will work collaboratively with the CEO and Principal to develop and implement the school's communications and marketing strategy to promote the school's work and reputation. It is a hands-on role managing design and print, websites and all forms of media in a fast-paced, dynamic environment. There will also be a focus on newsgathering and storytelling across various channels (including online, print, and social). The role will also necessitate involvement in advertising (off and online), PR, events, digital marketing and social media.</p> <ul style="list-style-type: none"> • As the Marketing & Communications Specialist you will: <ul style="list-style-type: none"> ○ Contribute to the school's ethos, culture and policies in support of the school's QoL framework and approach; ○ Find channels to promote the work of the school and QoL network locally, nationally and internationally ○ Support the implementation of the School Improvement Plan (SIP), through individual and team activities; ○ Support school policies and practice for students, families and other stakeholders; ○ Work collaboratively with the SLT and Management team and wider school to help ensure the school maintains the highest external quality assurance judgements e.g. Ofsted, Autism Accreditation, Local Authority inspections ○ Ensure behaviour and attitudes align with the 'All Staff Values & Behaviours Framework' in practice ○ Contribute to the school's self-evaluation processes and culture of reflective practice; ○ Carry out other duties within the wider context of the school as directed by the CEO,

Principal or other members of SLT.

KEY RESPONSIBILITIES AND TASKS TO IMPROVE QUALITY OF LIFE OUTCOMES FOR STUDENTS AND FAMILIES:

Working with Students by:

- Attracting prospective students and their families, who would most benefit from the School's 'QoL' approach;
- Working alongside students, in partnership with other school professionals, to tell their stories to promote how the School's QoL approach enables them to live happy and fulfilled lives now and in the future.
- Working with colleagues to ensure that whole school events, such as the Christmas Show, Music Concerts, and Leavers' Day are appropriately celebrated and captured via photography and written copy;
- Ensure compliance with Health and Safety requirements of the school environment, in relation to the Marketing & Communications activities, ensuring risk assessments and safe methods of working are appropriately utilised; and
- Apply the policies, procedures and practice for safeguarding and promoting the welfare of children are implemented effectively within the School, along with relevant Local Safeguarding Children Board policies and procedures.

Working with Families by:

- Supporting the referral/admissions process pipeline with targeted marketing campaigns to raise awareness of the School to those families who would most benefit from the School's 'QoL' approach;
- Supporting the running of Prospective Parents' events including the production of appropriate materials including the School Prospectus;
- Writing appropriate copy for and acting as editor and producer of the 'Headlines' family newsletter; and
- Working alongside families, in partnership with other school professionals, to tell their stories to promote how the School's QoL approach enables them to live happy and fulfilled lives now and in the future.

Working with Resources by:

- Ensuring all content and materials align with the School's brand values
- Maintaining and updating the School and QoL websites;
- Managing the School's and QoL network's social media presence, editorial content and ensuring regular and up to date social media posting;
- Creating and managing the School's marketing and communications resources;
- Assisting in the design of communication and promotional material
- Managing the communications and content scheduling
- Working alongside staff to tell their stories to promote how the School's Quality of Life approach supports effective multi-disciplinary working and delivers positive outcomes for students and their families; and
- Sharing appropriate information with others, within Data Protection guidelines, and appropriate consent of the student, their family or staff member, as appropriate.

Working with Partners by:

- Liaising with external agencies, including the School's website designer and PR Consultants;
- Writing appropriate copy for and act as editor and producer for 'QoL' Network communications
- Supporting QoL network events; and
- Promoting the working practice and reputation of the School and QoL network locally, nationally and internationally, particularly in relation to the QoL research and Network activities.

Continuing Professional Development

	<ul style="list-style-type: none">• Understanding autism and the School's QoL framework and approach• Attending one to one meetings and annual appraisal in line with school and department policies to ensure quality, governance and professional development;• Setting personal and professional targets in conjunction with CEO and Principal, and• Maintaining up to date knowledge of communications and marketing applications and technologies and media and marketing trends.
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	<p>Being an effective team player</p> <p>Engaging professionally and empathetically with students and their families</p>	E		
<p><i>Special Job Circumstances</i></p>	<p>This post has the following special circumstances:</p> <p><i>A car driver and access to a car for work purposes and willingness to drive school cars, if required. Minimum of 2 years' driving experience.</i></p> <p><i>Flexible approach to hours due to supporting the needs of colleagues, students and their families, including possible travel. This may include occasional weekend and evening work and cover support in the school holidays.</i></p> <p>Note: If you have difficulty in meeting these conditions because of a disability or family circumstances, the Chair of panel will discuss it with you in order to consider reasonable adjustments to the job or working conditions.</p>	E		