



## JOB DESCRIPTION

### COMMUNICATIONS AND MARKETING OFFICER

#### MARKETING TEAM, DEVELOPMENT AND EXTERNAL RELATIONS DEPARTMENT

#### MAIN PURPOSE OF JOB:

Reporting to the Head of External Relations, to be responsible for the communications and marketing of the Bolton School Foundation to ensure that each section is full, that the School maintains its competitive advantage in the market place and that the School's brand and ethos are successfully communicated to both its community and a wider audience.

#### MAIN DUTIES:

- To produce press releases and take accompanying publicity photographs, and ensure that website news is kept up-to-date.
- To liaise with local and national media and disseminate press releases to, and through, appropriate channels.
- To chase a variety of media to ensure that news items are placed in a timely fashion.
- To plan and implement communications campaigns and news cascades.
- To maintain the School website by liaising externally with the website provider (currently Interactive Schools), and internally with staff to ensure copy is up-to-date, relevant and correct.
- To produce the Boys' Division, Girls' Division and Primary Division annual magazines, the Boys' Division Sixth Form Leavers' Yearbook and the Foundation's annual Partnerships Report.
- To produce the monthly Alumni eNewsletter.
- To monitor the Comms team inbox daily, in liaison with the Marketing and Communications Officer and the Marketing Assistant, and respond to any marketing/communications activity requests received from colleagues across the Foundation.
- To create iSams, Google and WuFoo Forms (in liaison with Admissions Registrars) to assist with registration for admissions events and marketing research.
- To oversee the marketing displays on the Heads' noticeboards and in Reception areas across the campus.
- To monitor the School's social media channels (including X, Facebook, Instagram and LinkedIn), preparing and posting content as required.
- To complete in-house filming and editing of interviews, clips, concerts and assemblies as required.
- To upload and share content on the School's YouTube, Flickr, HeyZine and other channels.
- To assist in the organisation and delivery of Open Morning and other admissions events held by the Foundation.
- To complete the ongoing compilation of performance statistics for the "marketing dashboard", in liaison with the Marketing and Communications Officer.
- To assist with the production of School flyers, booklets and digital prospectuses.
- To create school-specific marketing pop-up displays, posters etc.
- To organise the team's photo library, including taking photos around the campus and sending out to internal and external enquirers.
- To comply with and promote the Foundation's Health and Safety Policies and Procedures and maintain a safe environment for pupils, staff and visitors ensuring that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.
- To be familiar with relevant policies and procedures and to take responsibility, where appropriate, for promoting and safeguarding the welfare of the children and young people in School.
- To keep up to date and comply with best practice and current legislation in admissions, marketing and data protection.
- To work flexibly as is necessary within a small team, including attending School and recruitment events held at evenings and weekends.

- To perform such other duties as may be required from time to time by the Head of External Relations within the context of the job, or by the Head of Development within the context of the work of the wider External Relations department.



**PERSON SPECIFICATION**

**COMMUNICATIONS AND MARKETING OFFICER**

**BOLTON**  
SCHOOL

**MARKETING TEAM, DEVELOPMENT AND EXTERNAL RELATIONS DEPARTMENT**

<b>EDUCATION/TRAINING/QUALIFICATIONS</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>EVIDENCE Application Form, Interview, Reference</b>
Educated to A Level standard or equivalent	Essential	Application Form
Educated to degree level or equivalent	Essential	Application Form
Evidence of continuing professional development in communications or marketing	Desirable	Application Form / Interview
<b>KNOWLEDGE/EXPERIENCE/SKILLS</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>EVIDENCE</b>
Experience working in a communications, marketing, media or public relations role	Essential	Application Form / Interview
Experience of producing high-quality digital and print publications, at each stage (design, editing and production) of the process	Essential	Application Form / Interview
Experience of writing engagingly and accurately for different audiences and purposes, adapting tone and style as required	Essential	Application Form / Interview
Experience coordinating publications, newsletters, campaigns and news cascades	Essential	Application Form / Interview
Experience of website management using content management systems (CMS)	Essential	Application Form / Interview
Experience of and proficient in MS Office packages and other digital and AI communication tools	Essential	Application Form / Interview
Experience of and ability to use Adobe Creative Suite and Canva	Desirable	Application Form / Interview

Experience liaising with internal stakeholders, suppliers (particularly printers and designers) and media contacts	Desirable	Application Form / Interview
Experience of photography and video editing	Desirable	Application Form / Interview
Experience in creating social media content	Desirable	Application Form / Interview
Excellent written and verbal communication skills	Essential	Application Form / Interview
Proven skills in proofreading and editing	Essential	Application Form / Interview
Excellent creative design skills	Desirable	Application Form / Interview
Knowledge of print production processes	Essential	Application Form / Interview
Knowledge of GDPR and proven experience in handling confidential data	Essential	Application Form / Interview
Knowledge of current communication trends and audience engagement methods	Essential	Application Form / Interview
<b>PERSONAL COMPETENCIES, QUALITIES, ATTITUDE AND BEHAVIOURS</b>	<b>ESSENTIAL/ DESIRABLE</b>	<b>EVIDENCE</b>
Ability to work on own initiative, plan, organise and determine own workload/priorities to meet tight deadlines	Essential	Application Form / Interview / Reference
Ability to work at pace under pressure and proactively solve problems as they arise	Essential	Application Form / Interview / Reference
Excellent organisational and administrative skills with good attention to detail	Essential	Application Form / Interview / Reference
Ability to work flexibly and effectively within a team towards common objectives	Essential	Application Form / Interview / Reference

Ability to form and maintain appropriate relationships and personal boundaries with children and young people	Essential	Application Form / Interview / Reference
Passionate about the development of educational facilities and opportunities	Desirable	Application Form / Interview / Reference



## TERMS AND CONDITIONS

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<b>SALARY</b>
The salary will be between point 14 and point 17 (£28,504 and £30,247) on the Bolton School Support Staff Salary Scale, dependent on skills and experience.
<b>HOURS OF WORK</b>
35 hours per week, between Monday and Friday, annually. The normal hours of attendance will be 8.30am until 4.30pm with 1 hour unpaid lunch break per day, however these hours are flexible and will regularly involve working in the evenings during term-time, managed by using a time off in lieu system.
<b>HOLIDAY</b>
20 days annual holiday, additional days holiday between Christmas and New Year plus eight public holidays.
<b>LINE MANAGEMENT</b>
Head of External Relations
<b>PENSION</b>
<p>The Governors of Bolton School will offer new employees the opportunity to join the Bolton School Group Personal Pension Scheme. The employee will be given the option to choose their contribution but as a minimum all members will be required to contribute 6% of their gross earnings and the School will contribute 10%. There is the option to join the Group Personal Pension Scheme on a salary exchange basis.</p> <p>If you choose not to join the Group Personal Pension scheme and you fall into the category of “eligible worker” you will be automatically enrolled into the School’s alternative pension scheme, arranged via the Peoples Pension. The minimum employee contribution is 5% of “qualifying earnings” and the School will contribute 5%. Further details are available upon appointment.</p>
<b>OTHER BENEFITS</b>
<ul style="list-style-type: none"> <li>• Lunches will be provided free of charge on campus.</li> <li>• Free parking on site and an easily accessible campus with strong transport links (including being on a direct bus route).</li> <li>• Life Assurance cover up until the age of 65.</li> <li>• Access to a free Employee Assistance Programme.</li> <li>• Training and development opportunities will be offered.</li> <li>• Where appropriate fee remission arrangements will be offered for children to attend the Primary and Senior School.</li> <li>• In line with school policy employees will have the opportunity to arrange to educate their children from Nursery age to 6th form; all on the Bolton School campus.</li> <li>• Convenient, affordable, quality childcare provision will be available before and after the school day for children who are also Bolton School pupils.</li> </ul>

- Sporting and leisure facilities will be available including gym, outdoor pursuits centre, swimming pool and tennis courts.
- Ride to Work Scheme available.
- Electric Car Scheme available.
- Warm and friendly community.

An online search will be carried out on candidates who are shortlisted for interview. The search will be completed by a member of staff who is not directly involved in the recruitment process and will be based on information publicly available. The purpose of the check is to help identify any incidents or issues that have happened, and are publicly available online. Any information found that could potentially impact safeguarding or reputation will be passed to the hiring manager who will discuss any concerns with the candidate at interview before a decision is made regarding suitability.

All offers of employment will be made subject to the successful applicant providing the original qualification certificates, relevant to the position and as outlined in their application form. Identification documents will also be required including passport or picture driving licence, birth certificate, marriage certificate where applicable, current pay slip and evidence of address e.g. utilities bill, bank statement. Eligibility to work in the UK will be checked.

After the appointment is made the successful candidate will be required to complete a medical questionnaire, a check of the Children's Barred List will be done and an Enhanced Criminal Records Check will be carried out through the Disclosure and Barring Service. The School will seek two references prior to the interview.

The successful applicant will be required to complete a six month probationary period.