



## ROLE SPECIFICATION

### MARKETING AND COMMUNICATIONS CO-ORDINATOR

#### Context

Morrison's Academy is a friendly, family-orientated school with very high levels of achievement and success. We are an ambitious and thriving school of over 440 young people between the ages of 3 and 18 years and 100 or so full and part-time staff where everybody is expected to contribute to the life of the community. The scale of the school means that we are all known to and support one another and the education provided at Morrison's Academy is personal and focussed for each child.



A comprehensive strategic redevelopment of the whole school is in the process of being finalised, reflecting of the school's modern and progressive outlook. A Nursery was recently built on the main school campus in the middle of Crieff and construction of a new all-weather pitch, within our sports fields which are located a ten-minute walk away, has just been completed. Further planning permission, in principal, has been granted for a new sports campus at the same venue. Thereafter we are planning to redevelop a number of the buildings on the main campus while maintaining the magnificent original buildings erected when the school was founded in 1860.



Our young people are a delight to teach, the staff and governors are helpful and supportive. Crieff is in a beautiful part of the country in which to live and, thanks to a good road network, is within easy reach of the Central Belt. There is a very strong sense of community all around you. We have high expectations of each other and the confidence to allow innovation. Morrison's is a friendly, progressive and engaging community and a most satisfying place in which to work.



We are committed to the career long professional learning of our staff. The Performance Review and Development Framework promotes continuous improvement of our pedagogy within and beyond the classroom with plenty of scope for colleagues to pursue interests and specialisms.

**Role:**

The post holder will organise and lead all the marketing and external communicating activities for Morrison's Academy including responsibility for the delivery and evolution of our digital communications across our website and social media pages, as well as maximising opportunities to enhance the digital user experience, posting and editing web content and monitoring traffic and engagement in addition to maximising promotional opportunities.

Work to an agreed plan as formulated by the Marketing Strategy Committee which will have as its main objective throughout the recruitment and conversion of new pupils and the retention of existing parents especially at key transition times. Other activities as identified by the Rector.

Design and implement a sales campaign for our School, focussing on breaking though in key geographic areas and demographics – design and implement the media strategy to support this campaign with a PR presence at key events.

**Qualifications:****Essential:**

Honours degree or equivalent in Marketing or a related field and a Marketing post grad qualification or equivalent work experience.

Excellent organisational and inter-personal skills.

Excellent written communication skills.

Excellent and proven IT skills including knowledge of website development.

Proven working experience in traditional and digital marketing.

Experience of brand development and management.

The ability to work effectively as part of a multi-disciplinary team.

Manage/mentor and collaborate with other support staff and agencies as required.

**Desirable:**

Experience of desk-top publishing.

In-depth knowledge of existing and emerging social media platforms.

Highly creative with experience identifying target audiences and devising digital campaigns.

Experience of working with the media and creating resources.

Creative skills for contributing new and innovative ideas.

Networking and analytical skills.

Solid knowledge of website analytics tools.

Experience of setting up and optimising Google AdWords Campaigns.

Knowledge of monitoring budgets and finance.

Experience of working within a school.

## The principal tasks shall be:

1. To work to achieve the aims of the school and support its ethos.
2. Act as the Secretary and member of the Marketing Strategy Committee which agrees the marketing campaign and budgets.
3. To support events and activities throughout the year in a co-ordinating and organisational role as required.
4. Liaise with our website developers and brand consultants.
5. To commission advertising (print/digital/video) and promotional resources in line with an agreed schedule and branding.
6. Complete detailed data analysis of our catchment area, competitors (independent and state) and update the marketing KPI's for the Board.
7. Create press releases for circulation and upload copy and images to the website and social media platforms.
8. Provide support to the Admissions Registrar, the Development Office and the Events Co-ordinator with regard to promotion of events and activities.
9. Evaluate marketing campaigns and provide comprehensive data regarding our digital activity utilising Google Analytics.
10. Manage the Marketing Budget.
11. To maintain the highest standards of professional conduct at all times.
12. To carry out other duties as might reasonably be required by the Rector.
13. To comply with the individual responsibilities imposed by the Health and Safety at Work Act (1974) and the Management of Health and Safety at Work Regulations (1999) and to co-operate with the school's management to promote a positive attitude towards health and safety at work taking all reasonably practicable steps to prevent personal injury or injury to others.

This role specification is intended to convey a broad outline of the position and responsibilities. It is not definitive and will be mutually reviewed on a biennial basis as a normal part of the quality assurance process.

**Hours of Work:** 35 hours per week. These basic hours are normally worked between 09.00-17.00. There is the option of working Term Time Only plus an additional three weeks to provide holiday cover.

**Leave Entitlement:** Contractual leave entitlement is 28 days statutory holidays. These are to be taken during scheduled School holidays.

**Salary Scale:** Salary will be linked to a Point on the Morrison's Academy Support Staff Pay Scale depending on experience.

If you are interested in this Role and would like further information or an application form please contact:

Maxine Butler, HR Manager – by e-mail at [mbutler@morrisonacademy.org](mailto:mbutler@morrisonacademy.org) or call 01764 653885.

