



## Vacancy: Digital Marketing Manager

**CONTRACT:** Permanent - Term time / Full time – negotiable with the successful candidate

**START DATE:** 1<sup>st</sup> February 2021 (subject to clearances)

**SALARY SCALE:** Band E

Full time salary £24,982-£29,577 (This would be pro-rata for term time only)

We are seeking to appoint a Digital Marketing Manager who will oversee all aspects of the Academy's website, Social Media and Marketing strategy.

This is an exciting opportunity to make a significant contribution to the identity of Wood Green Academy and ensure our ethos and vision is reflected in all aspects of our marketing, website and social media.

We are looking for an individual who has high levels of technical ability but someone who is also creative with an innovative sense of style. We would require all candidates selected for interview to bring with them a portfolio of work showcasing these skills.

The job description and person specification provide a detailed description of the role.

Please complete a supporting letter of no more than two sides of A4 stating your suitability for the post.

Completed application forms and supporting letters should be emailed to [Admin@woodgreenacademy.co.uk](mailto:Admin@woodgreenacademy.co.uk) and marked in the subject line, "Digital Marketing Manager"

Closing date: 9am Thursday 14<sup>th</sup> January 2021

Interviews: TBC

*This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.*



## Job Description

### POST: Digital Marketing Manager

**SALARY SCALE:** Band E £24,982-£29,577 (This would be pro-rata for term time only)

**CONTRACT:** Permanent

Full time 52 weeks or term time only (negotiable)

#### General Duties:

Design, maintain, create and update the School website and any content for it. Create and design any promotional materials for the school (print and digital). Maintain and update the School's social media and App.

Photography and video within school, for use in any promotional materials, website or learning resources. Parent portal users and support.

**To whom responsible:** Assistant Headteacher -Director of E-infrastructure

#### Detail of duties and responsibilities:

##### Website:

- Monitor and update the school website on a daily basis.
- Develop and evolve the look and feel of the website to meet the needs of its users.
- Keep up to date with web standards.
- Develop and update SEO (Search Engine Optimisation) standards.
- Manage web hosting and DNS (Domain Name System)
- Liaise with key members of staff regarding the content of the school website.
- Ensure the website security is up to date and the content is regularly backed up.
- Make sure the website is up to date with all Ofsted and DFE Checklists
- Design and create content for the ITT Alliance area of the website.

##### Promotional materials:

- Prospectus, leaflets, banners and all other promotional materials in and out of school
- Continue to develop the brand and identity of the school when creating promotional materials.
- Promotional materials for the ITT Alliance.

- Liaise with local newspapers and media, providing them with content for promotion of the school.
- Work closely with any external printing companies to ensure a high standard, value and all deadlines are met.

### **Academy Social Media and App**

- Create engaging, informative content to keep people informed with what is happening at the Academy.
- Monitor and manage Social Media channels ensuring all posts and content is appropriate and relevant.
- Be available 24/7 to change/update content and monitor any activity on the Academy social media accounts.
- Respond to questions/queries from followers.

### **Photography and video:**

- Capturing and editing of Photographs and Video for use in promotional materials, website and social media platforms.
- Making sure that all images captured comply with parental permissions information.

### **Class Charts users and Support:**

- Create Class Charts user accounts.
- Distribution of User Details.
- Respond to any queries or problems that Class Charts users may have.

### **Learning Resources:**

- Liaise with key members of staff to develop creative and useful learning resources
- Upload learning resources to the appropriate platforms

### **School TV Screens**

- Create content
- Monitor quality and relevance of content

*Keep up to date with new developments in software applications, digital and social media trends.*

### **Other:**

- The post holder must at all times carry out his/her responsibilities with due regard to the Academy's policy, organisation and arrangements for Health and Safety at Work.
- The post holder must at all times carry out his/her responsibilities with due regard to the Academy's policy on equality and be sensitive and caring to the needs of the disadvantaged, promoting a positive approach to a harmonious working environment. You should act as an

exemplar on these issues in line with this policy, the Equality Standard and obligations under the Race Relations (Amendment) Act 2000.

- The post holder must attend any necessary training.
- Any other duty that may be appropriate to achieve the objectives of the post commensurate with the post holder's salary grade, abilities and aptitudes.
- This job description may be amended at any time in discussion between the Headteacher and the post holder, but in any case, will be reviewed before the commencement of the next Performance Management cycle.



**Digital Marketing Manager  
Person Specification**

REQUIREMENT	ESSENTIAL	DESIRABLE
<b>LEGAL REQUIREMENTS</b>	Enhanced DBS Clearance	
<b>QUALIFICATIONS</b> Principally assessed through letter and application form	GCSE A* - C in English and Maths or equivalent.  A degree qualification.  Portfolio of work	Multimedia training an advantage.
<b>EXPERIENCE and PROFESSIONAL COMPETENCE</b> Principally assessed through letter, application form	Experience using Adobe Creative Suite and other desktop publishing software.  Experience with web design and HTML.	
<b>KNOWLEDGE</b> Principally assessed through letter and interview process	Adobe Creative Suite  Excellent ICT Skills  HTML and CSS	Wordpress  Microsoft Sharepoint and Teams sites
<b>COMMUNICATIONS</b> Principally assessed through letter and interview process	Excellent communication skills – written and verbal, to a wide range of audiences i.e. Staff, Students, Parents/Guardians, External Institutions  Accurate and precise  Ability to interpret information while maintain external and internal procedures.  High standard of presentation.	
<b>PERSONAL ATTRIBUTES</b> Principally assessed through references, letter and interview process	To be committed to safeguarding and promoting the welfare of children and young people.  Enthusiasm, energy, vigour, reliability and integrity  Good record of attendance and punctuality  Interpersonal skills that equip the appointee to relate effectively to members	

	<p>of staff, students, parents and external partners.</p> <p>Ability to work under pressure, accurately and meet deadlines.</p> <p>Ability to manage a range of priorities and prioritise responses.</p> <p>Flexibility and willingness to be involved in the school.</p> <p>Committed to continuing to learn through professional development.</p> <p>Work effectively as a member of a team</p> <p>Be an effective role model through presentation and personal conduct</p>	
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