

Durrington Multi Academy Trust

Social Media and Marketing Lead

JOB DESCRIPTION

What is the purpose of the job?

- ◆ Clarify and articulate DMAT's vision and identity to our stakeholder groups and the broader public.
- ◆ To create a strong and influential social media and printed press presence for all DMAT schools and related activity.
- ◆ To celebrate and raise the profile of the regular successes of all DMAT schools through a range of local, regional, national and international media.
- ◆ Work with leaders to promote a positive marketing culture throughout DMAT.
- ◆ Through doing this, supporting the drive to ensure that all DMAT schools are popular and oversubscribed, so building the reputation of DMAT.
- ◆ Ensure the school is supported in being compliant with GDPR.

What do you have to achieve?

- ◆ Grow strong community links with stakeholders and local/national press.
- ◆ Increase the twitter followership of DMAT and all DMAT schools.
- ◆ Establish a DMAT blog and update this regularly with relevant and engaging success stories and developments from DMAT schools.
- ◆ Once established, promote subscription to the blog.
- ◆ Ensure that DMAT schools feature in local printed media on a regular basis.
- ◆ Ensure that all DMAT websites, platforms and communications have a consistent branding and are regularly updated.
- ◆ Proactively seek relevant news and information from DMAT schools to ensure that there is regular content for these media.
- ◆ Explore a variety of ways of publicising the work of DMAT and formulate these into a coherent social media strategy, which is fully integrated with other marketing and brand initiatives.
- ◆ Attend as directed, a wide range of DMAT school events including academic moments, concerts, drama productions, sporting events, trips and visits to capture marketing content for use on social media platforms and the website.
- ◆ Stay abreast of developments in social media to pro-actively drive new initiatives.
- ◆ Collaborating with the staff responsible for admissions and transition to ensure strategy, policy and practice are aligned between marketing and admissions.
- ◆ Establish and maintain digital media library and arrange external photo shoots and filming with staff, students and alumnae as well as in-house photo shoots with school staff and students.

What are the job particulars?

- ◆ Hours 20 per week, term time only. Salary DMAT Grade 6 scp 20 (£19,819)– DMAT Grade 8 scp 30 (£27,360) actual salary £9,271 - £12,798 depending on experience Fixed term for 1 year.
- ◆ Accountable to the CEO DMAT
- ◆ The activities outlined in this job description may be modified by the Headteacher, with your agreement, to reflect or anticipate changes in the job, commensurate with the salary and job title. The CEO may, from time to time, ask the post-holder to perform additional reasonable activities and responsibilities appropriate for someone at this level.

What you will have already achieved.

- ◆ Had experience in the area of website development, social media and using this to publicize organisations.
- ◆ Experience in successfully working as a member of a dynamic team.
- ◆ Be proactive, self-directed and passionate about this field of work.
- ◆ Been successful and influential in developing and sustaining a successful marketing strategy, that has shown clear impact.

Person Specification

	Essential	Desirable
Personal drive and accountability	Be driven and self- directed. Strong organisational skills Uses a range of strategies and techniques, to enhance own and others effectiveness. Able to demonstrate significant and sustained impact within current role.	Evidence of leading successful social media/promotional campaign.
Experience	A background in website development and social media strategy and planning – with a focus on twitter and blogging. Experience in using simple film editing/production software. A level English Be able to drive as off-site is key to the role.	Experience in promoting and publicising ideas. Degree in English/ media related courses.
Specialist knowledge	Be able to write in a clear and compelling manner, with strong attention to spelling, punctuation and grammar.	
Delivering continuous improvement	Involve and inspire stakeholders to support your work. Sets out vision and pathways to achieving this within teams led. Evidence of being able to successfully blend strategic planning and operational work to achieve goals.	
Impact and influence	Be able to work with a wide and varied team of professionals. Uses direct and indirect influence to gain support, build alliances and secure support before presenting proposals or making decisions.	
Resilience and emotional maturity	Implements appropriate decisions that lead to improvement even if difficult. Responds positively when faced with personal criticism or setbacks, maintaining a sense of perspective. Has significant capacity and resilience.	