



## **Job Description: Business Support Officer – Marketing & Admin**

**Role Title:** Business Support Officer – Marketing & Admin

**Reporting to:** School Business Manager / PA to the Vice Principal – Business & Community

**Start date:** ASAP

**Contract:** Permanent, all year round

**Salary:** Negotiable

**Hours:** Full time/Part time available/hours to be negotiated

### **The Role**

As our Business Support Officer – Marketing & Admin, you will provide comprehensive support to the school and act as the key contact for all marketing efforts across Ark Globe Academy. Additionally, you will support Ark Evelyn Grace Academy, our partner school, where required.

Working with other members of the Business Support Team, you will uphold the vision and ethos of the school and represent the Academy in a welcoming, personable, helpful, and professional manner. You will work across the academy as required, providing excellent administrative and customer services to a variety of stakeholders, establishing and maintaining efficient administrative systems and processes to support the effective running of the school with a focus on operational excellence.

It is essential that the postholder is organised, excellent at multi-tasking, works flexibly and has a ‘can do’ attitude. You will also assist with general day to day admin tasks which therefore require a good level of IT skills. The role involves liaising with internal and external stakeholders on daily basis, as well as staying connected to the world digitally therefore will require a high level of independence as well as excellent teamwork. We're seeking someone passionate about marketing, organised, and eager to learn. This role offers hands-on experience for someone looking to grow in marketing.

### **Key Responsibilities**

- Implement an extensive ongoing parent and community engagement programme, supporting all community events and initiatives.
- Develop and implement marketing and communications strategies that primarily focus on student recruitment and improving brand awareness, maximising the use of the Academy's information and communications technology.
- Act as an ambassador, representing the school in engagements with key external stakeholders, and embody the values and ethos of the Academy, and be flexible with out of hour events.
- Be enthusiastic and proactive in developing relationships and networking with a range of partners e.g., prospective parents, students, feeder schools, partner and community organisations, colleges, local businesses, and visitors to the school.
- Create a stakeholder map and maintaining and managing the corresponding database with regular updates on relationship developments.
- Act as a gatekeeper and brand ambassador to ensure consistency in standards of our house style and in line with our brand guidelines, both internally and externally, 'Globalise' and update a wide range of materials and communications ensuring these are produced to an excellent standard.
- Write, edit, proofread, and publish press releases and academy newsletters to spread the word about the achievements of our students, staff, and the Academy as a brand, ensuring promotion and securing press coverage at a large scale.
- Photograph events and activities at the Academy and cataloguing and maintaining the Academy digital photo library.
- Capture and publicise all ongoings across the Academy with great enthusiasm and tact, utilising various platforms.
- Design and create rich multi-media content (video, digital posters and banners, podcasts...) to post on the website, social media, and video channels of the Academy.



- Manage the delivery of the design, production, review, and distribution of all external marketing publicity materials such as prospectuses, promotional films, photography, advertisement, leaflets, posters and signages.
- Project manage, coordinate and support with a series of virtual and on-site events for Primary, Secondary and Sixth Form including open days, community fairs, careers events, staff events, performances etc.
- Manage and monitor Academy's social media platforms and website, ensuring compliance.
- Create informed communication strategies for key events.
- Provide and coordinate comprehensive administration support for attendance, admissions, digital devices, behaviour / exclusions, FSM, GDPR data, cashless payments, biometrics, immunisations, locker keys, post, student photos, front of house, reprographics, first aid & medical, stock and supplies, lost property, SEN, events, and trips as required.
- Develop a strong understanding of all administrative processes across the Academy and develop ongoing efficiencies, including updating and maintaining relevant handbooks, guides, and calendars ensuring effective and consistent guidance and information is delivered.
- Adopt a business-like office environment, ensuring excellent, consistent administration support and customer service is provided, 'Our Promise' is met, good relationships with staff are promoted, and you are consistently role modelling professional behaviour.
- Attend to incoming calls and messages in a professional, friendly and efficient manner, using the corporate greeting, ensuring all relevant messages are passed on in a timely manner and dealt with effectively, sensitively, and confidentially, taking the initiative to identify and handle issues that arise on behalf of the leadership team and others.

#### **Other**

- Carry out other reasonable tasks as directed by the Vice Principal – Business and Community and the School Business Manager.
- Share best practice with the wider team and approach all tasks with a growth mindset.
- Ensure the working environment is to a professional standard e.g. clear desk policy
- Contribute towards the wider academy objectives and improvements.
- Be one of the Academy main first aiders and fire marshals.
- Undertake various ad hoc duties, when required, including exam invigilation, playground duties, first aid, cashless till operation.
- Cater and set up for meetings and events, if and when required.
- Be willing to undertake appropriate training in line with contractual duties.
- Be flexible in regards to working hours.
- Attend and support out of hours' academy events e.g. summer fair, parents' evenings, open morning and evenings, admin evening, academy performances, competitions, summer school, results days etc.
- This job description is subject to change with the agreement of the post holder.



## **Person Specification: Business Support Officer – Marketing & Admin**

### **Qualifications**

- Relevant qualifications in marketing or communications – desirable
- Right to work in the UK

### **Knowledge, Skills and Experience**

- Experience in the education sector is desirable
- Experience of data entry into databases and other IT systems
- Experience of managing a wide range of projects, at different stages of progression alongside business-as-usual tasks
- Demonstrable experience of using social media as part of an integrated marketing approach
- Excellent communication, writing, editing and proofreading skills
- Excellent organisation and time-management skills with an ability to multi-task and prioritising accordingly to meet all deadlines
- High level of proficiency with Microsoft Office
- Able to build relationships with a range of stakeholders and anticipate others' needs
- Able to manage several projects at once, prioritising accordingly to meet all deadlines
- Able to take ownership of tasks and work with minimal supervision

### **Personal Characteristics**

- Enthusiasm about getting to know new people, networking, communications technology, social media, photography, and writing.
- Genuine passion for and a belief in the potential of every pupil
- Deep commitment to Ark's mission of providing an excellent education to every student regardless of background
- Operates with a spirit of flexibility and optimism
- Helpful, approachable, positive and the ability to stay calm and diplomatic under pressure
- Have exacting standards and a keen eye for detail
- Keen to learn and further develop own skills
- Excellent interpersonal skills with children and adults
- Able to take direction but also be able to take initiative when required
- Exercises sound judgment, especially relating to confidentiality and discretion
- Solution focused with a can-do attitude

### **Other**

- Commitment to equality of opportunity and the safeguarding and welfare of all pupils
- Willingness to undertake training
- This post is subject to an enhanced Disclosure and Disqualification by Association

*Ark is committed to safeguarding and promoting the welfare of children and young people in our academies. In order to meet this responsibility, we follow a rigorous selection process. This process is outlined [here](#), but can be provided in more detail if requested. All successful candidates will be subject to an enhanced Disclosure and Barring Service check.*