



## Job Description: Communications Co-Ordinator

<b>Reports to:</b>	College
<b>Start date:</b>	Autumn 2018
<b>Salary:</b>	£10,920 starting salary
<b>Contracted hours:</b>	Part-time, 2 days per week

### The School

St. Paul's Steiner School is an independent, non-selective and non-denominational school for children aged 3-14 years old. Housed in a beautiful 19th century church in central London, St. Paul's is a Steiner-Waldorf School with approximately 200 pupils. We provide an education that supports the development of well-rounded human beings who are resourceful, creative, responsible and curious; ready to meet the challenges of the 21st century with the problem-solving skills required for a sustainable future. The school seeks to extend its current provision to provide an upper school for 14-18 year olds.

### The Role

The successful candidate will:

- hold responsibility for the day to day management of all non-pedagogical communications from the School to the parents and to the press and ensuring the website is up to date
- meet with the Leadership Group weekly to provide and receive feedback
- actively market the school within a budget and build marketing strategies around the school admissions
- hold responsibility for a robust crisis management strategy in place for both the issues that arise within the school and to combat external bad press will be a crucial part of the role
- promote and participate in supporting the operation of the school following the Steiner Waldorf ethos in a positive and healthy way through community and media outreach and engaging with positive media opportunities which may arise
- ensure the school environment is fresh, welcoming, vibrant and up to date for visitors and prospective new students
- develop a databank of information about the school including photography/ images that can be used in support of articles and publications; and maintain a list of students whose parents do not give consent for images to be used and ensure that their wishes are followed
- maintain and expand the photographic library by taking and arranging for photos of events
- develop and maintain the school's alumni database

### Key Responsibilities

- Implement a communications strategy which is reviewed termly
- Liaise with College of Teachers and communications group weekly.
- Liaise with Trustees on a monthly reporting basis.
- Ensure the website is up to date, weekly.
- Management of all aspects of the school flyer.
- Disaster management vis a vis media control.
- Devise and manage marketing and outreach strategies for the school

**This job description is subject to change.**

### Person Specification

#### Qualification Criteria

- Right to work in the UK.
- Marketing qualification preferable.
- Steiner qualification preferable.

### **Experience**

- Experience working in a marketing role and able to demonstrate a sound awareness of marketing practice
- Experience of working as part of a team where interpersonal skills and communication activities were key accountabilities
- Experience in dealing with media
- Experience writing press releases
- Experience in website design and administration
- Experience in community outreach
- Experience in Steiner Education and knowledge of Waldorf principles

### **Personal Characteristics**

- Excellent communicator. Strong oral communication skills, with the ability to communicate tactfully and effectively.
- Agile with time management and reacting to communication issues with ability to prioritise workload.
- Good team player with flexible industrious attitude.
- Demonstrate resilience, self-motivation, and ability to make effective decisions, use sound judgment, work under pressure and meet deadlines.
- Able to show initiative and work positively under pressure.

### **Specific Skills**

- Ability to plan and carry out a communication strategy.
- Able to demonstrate good literacy, numeracy and analytical skills.
- High level of competence using the Internet, Word, Excel, Outlook and desktop publishing.
- Able to use SIMS pupil management database.

### **Other**

- Will need to be able to commit to occasional work outside normal school hours
- Will need to be able to travel to events and exhibitions outside of school
- Willingness and ability to cover reception and other administrative duties when required.
- Commitment to equality of opportunity and the safeguarding and welfare of all pupils
- Willingness to undertake training
- This post is subject to an enhanced DBS check.

*St Paul's Steiner School is committed to safeguarding and promoting the welfare of children and young people in our school. In order to meet this responsibility, we follow a rigorous selection process details of which can be provided upon request. All successful candidates will be subject to an enhanced Disclosure and Barring Service check*