



WEB AND SOCIAL MEDIA OFFICER JOB DESCRIPTION

Part-time (23 hours per week, 5 days a week)

Main Purpose:

The Website and Social Media Officer will work in the Development and Marketing team and will schedule and manage the updating of content on the School's external website and social media, disseminating key messages and ensuring consistent and regular communications across all platforms. The Web and Social Media Officer will also liaise with Heads of Department to plan and review updates in their areas of the web. The role will report to the Headmaster, through the Head of Development.

Duties and Responsibilities:

Web and Social Media Management:

- To implement and manage website performance indicators and search engine optimisation where applicable.
- To ensure that content for all sites are in line with the School's ethos, strategy and marketing objectives
- To keep abreast with changes in School to ensure relevant changes are reflected appropriately.

Web and Social Media Content Management:

- To regularly audit the content against a schedule to ensure information is up-to-date and that all links are working.
- To source and generate fresh content, and maintain web pages, using a variety of technologies including photography and video.
- To edit copy received from staff, or generate and write copy as appropriate.
- To upload content and images received from Heads of Department, the Registrar, Headmaster and Head of Development, working to a weekly, monthly, termly and annually, and as requested, to keep parents informed of daily activities, changes and useful information.
- To create and monitor booking forms for various activities, e.g. clubs, prospectus requests, travel requests, Lynams activities, minibus seats etc.
- To work with various School Departments to ensure that their projects are supported online e.g. Development projects, Social Impact initiatives.

- Scheduling and maintaining news and info across social media including LinkedIn, Facebook and Twitter, as well as updating School blogs.

Staff Intranet Content Management:

- To support the Deputy Head, Academic, in ensuring that all school policies are kept up-to-date and ready for inspections.
- To update staff contact lists (including HoDs, HoYs, SMT, SMC, Matrons, Governors, Teaching, Support, and Music).

Other Duties:

- To liaise with external photographers and videographers, and the Dragon AV Technician, with reference to an event schedule, to generate content and to appropriately store and archive chosen photos
- To provide occasional support for the School in the taking photographs and video footage to be used on the websites, social media and school publications.
- To create some School surveys using 'Survey Monkey' and support staff in the publication, monitoring, and collation and analysing of results.

The duties and responsibilities highlighted in this Job Description are indicative and may vary over time. Post holders are expected to undertake other duties and responsibilities relevant to the nature, level and extent of the post *and the school*

TERMS AND CONDITIONS

- Salary: £14,534.40 (60.56% £24,000 Full time equivalent)
- Hours: 23 hrs per week

BENEFITS:

- 18 days annual leave plus bank holidays (pro rate of 30 days Full time Equivalent)
- Employer offers a minimum of 3% contribution to a maximum of 12% towards a Group Personal Pension
- Life Insurance 3x gross salary
- Access to swimming pool during lunch school term
- Cycle to work scheme
- Meals provided during working hours in school term time

PERSON SPECIFICATION

Key to assessment methods; (a) application form, (i) interview, (r) references, (t) ability tests (g) assessed group work, (p) presentation, (o) others e.g. case studies/visits; (c) certificates

Requirement	Essential	Desirable	Assessed by:
Education, training and qualifications	1. A levels or equivalent experience	Post-Graduate	(a); (c);
Knowledge and understanding	1. Basic understanding of HTML and CSS 2. PC proficient (Word, Excel, Outlook, PowerPoint) 3. Knowledge of data protection principles, PCI DSS and other legal requirements/guidelines related to website and digital services		(a); (i); (g); (r);
Experience	4. Experience of summarising and updating content for web and social media 5. Experience in editing images using Photoshop 6. Excellent written and proofreading skills to produce concise and well-constructed written communications	1. Experience using Joomla CMS 2. Familiarity with Adobe 3. Understanding of basic SEO principles 4. Familiarity with Google Analytics	(a); (i); (g); (r);
Skills	7. Excellent interpersonal skills including verbal and written communication 8. Ability to deliver work to strict deadlines and in line with technical web standards 9. Ability to be adaptable and solve problems 10. Has a good eye for design and layout		(a); (i); (g); (r);
Personal qualities	11. Is proactive and very well organised 12. Is disciplined and keeps to scheduled plans 13. Ability to work independently and as part of a team 14. Commitment to the Dragon Schools policy of equal opportunity and the ability to work harmoniously with colleagues and pupils of all cultures and backgrounds		(a); (i); (g); (r);
Other requirements	15. Working under pressure and with competing priorities		(i); (r);