



## Applicant Information Pack

# Communications and Marketing Officer

**Part time : 1 day per week**

**Start date : February 2025**

**Salary details : GO3**



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# Headteacher's Welcome

I would firstly like to thank you for your interest in the post of Communications and Marketing Officer at Ysgol Aberconwy. The purpose of this information pack is to help you get to know more about our school and help you to decide if this is the right post for you.

Ysgol Aberconwy is a school that puts learning and individual achievement at the heart of everything it does. We want every pupil to succeed; to achieve their full potential, be prepared for the future and become confident, thoughtful young people so they leave us ready for the challenges of an exciting and increasingly competitive world. This philosophy also extends to the school's staff – we seek to be a learning organisation that focuses on the development of each individual within it through coaching, challenge and support.

Situated in a spectacular location on the Conwy estuary, the school boasts a modern, well maintained and well equipped environment. Whilst the school's ethos is based on traditional values of respect, responsibility and community spirit, students experience the very latest technology and teaching methods in the classroom.

Here at Ysgol Aberconwy we have the highest expectations of all our pupils in all areas of school life. Academic standards are important to us and we expect all pupils to achieve the very best. We also have the highest expectations of our pupils when it comes to behaviour, attendance, punctuality and uniform.

The pastoral system at Ysgol Aberconwy is extensive and innovative. Each year group has a full time non-teaching Guidance Mentor. Working from a key stage base these mentors are available throughout the day to respond to pupils' concerns and to provide a direct contact point for parents.

We have a flourishing extra-curricular programme. This includes a full range of sporting activities in the school's state of the art facilities as well as music concerts and drama productions. The school owns its own field centre in the hills above Abergwyngregyn and has an extensive outdoor activities programme.

We are also proud of our Welsh tradition and heritage. The school encourages the use of the Welsh language in lessons and beyond, and we are developing the provision of some subjects through the medium of Welsh for those who want it.

We are very fortunate to have a dedicated and highly professional team of teachers and support staff who expect the very highest standards from all our staff and pupils, whilst our strong school systems ensure that everyone learn in a safe and friendly environment where teachers teach and learners learn.


Ysgol Aberconwy is a great place to work. It is focused on teaching and learning and dedicated to the well-being of our learners. We have the highest expectations of all who work here and therefore, we are only looking for the finest staff to work with our pupils. We know that our school can only be as good as the staff within it. If you would like to see for yourself why we believe Ysgol Aberconwy is a great school in which to work, then please contact us for a visit.

## Ian Gerrard



# Additional Information about the school

During their visit to the school in March 2018, ESTYN report that:

- Pupils express their ideas and opinions confidently both inside and out of the classroom with the majority contributing enthusiastically to class or group discussions.
  - Performance of pupils eligible for free school meals over the last three years is generally above that of these pupils in similar schools.
  - Pupils with additional learning needs progress in line with their personal targets.
  - The school's inclusive and supportive ethos based on mutual respect is successful in promoting high levels of pupil wellbeing.
  - Pupils feel safe in school and consider that the school deals well with any instances of bullying.
  - Pupils are courteous and respectful towards their peers, staff and visitors.
  - They behave well in lessons and around the school and have positive attitudes to learning.
  - Many pupils benefit from their participation in the school's valuable programme of cultural and creative activities, including musical and drama productions.
  - Most pupils develop well as ethical and informed citizens. They contribute successfully to raising substantial amounts of money for local and national charities. As a result, these pupils make a valuable contribution to the local wider community.
  - The school provides a broad and balanced curriculum that builds appropriately upon pupils' previous learning and meets the needs of nearly all pupils.
  - There is a broad range of sporting, creative and cultural enrichment activities that support pupils' learning and contribute well to their personal development.
  - There is a well co-ordinated approach to developing pupils' knowledge and understanding of Welsh language and culture. The school provides valuable opportunities for Welsh speaking pupils to maintain and develop their language skills.
  - The school promotes successfully an inclusive, supportive and nurturing community that has a significant beneficial impact on pupils' wellbeing and personal development. Recent changes to the school's pastoral arrangements are contributing effectively to promoting pupils' wellbeing.
  - Providing opportunities for pupils to voice their opinions is a strength of the school. Pupils play a valuable role in the life and work of the school.
  - Leadership and management at all levels have brought about improvements in key areas of the school's work. The Headteacher provides clear, supportive and decisive leadership that is contributing well to improving key aspects of the school's work.
  - The Headteacher and senior leadership team work well together and have promoted successfully a clear vision for the school based around the mission - 'inspire, support and succeed'.
  - Support staff are used effectively in the classroom and in specialist areas.
  - The school provides a pleasant and welcoming environment that is well maintained and supports pupils' wellbeing and learning well. Specialist areas, such as science laboratories and technology workshops, are well resourced.
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# Information about the local area

## Conwy Town and Area

Conwy is a town rich in history, with much of it still preserved within the walls and traditional structures of its buildings. In the heart of it is the mighty 13th-century castle, whose walls encapsulate this remarkable medieval town.

Surrounded by the beautiful Welsh countryside and watched over by the mighty mountains of Snowdonia, it's a beautiful place to visit or to live. The Quay is host to a number of amenities and is a particularly stunning place to visit during the warm summer months. Whether you'd prefer to enjoy the hospitality of local restaurants, take an exciting boat tour around the coastal area or hike upon the many surrounding mountains – it's all possible in and around the historical town of Conwy.

Conwy offers a whole host of places to eat and drink. Fine dining restaurants, traditional pubs and snug cafes can be found throughout the town. It's also host to a number of hotels and B&Bs – many of which are incredibly close to the castle itself. With its traditional and quaint appearance, you may be fooled into thinking that this town is hard to access. It's just over an hour's drive from two major airports – Liverpool and Manchester – and easily accessible by train. It's also worth exploring further afield in the rest of Conwy County which includes equally impressive coastal towns.

Llandudno has maintained its traditional and authentic charm. This Victorian seaside resort has much to offer its visiting guests. Take a leisurely walk along its promenade, or travel up to summit of the Great Orme where you'll be rewarded with incredible views of its surrounding mountains and coastal towns.

You'll also find that Conwy is very proud of its culture and history, and is often host to a number of cultural events throughout the year. Each year, you'll find an abundance of festivals, art galleries and local markets, which are primarily hosted in the name of supporting and displaying their local talent and produce.

If you're looking for somewhere to explore that is full of adventure and has also managed to maintain the rich history within its walls and buildings, Conwy offers its guests (and residents) all of this and more.

<http://www.conwy.com/>





# Job Advert

## Communications and Marketing Officer

**Salary Range: GO3 (£4,112- £4,181)**

**This is a permanent position of approximately 7.5 hours (1 day) per week, term time only, as part of a job share with the existing post holder. Exact hours to be agreed with the successful candidate at interview.**

**Closing date for applications: Monday 6<sup>th</sup> January 2025**

**Start Date: February 2025 or as soon as possible.**

We seek to appoint an enthusiastic and motivated person to develop and maintain internal and external communication systems at the school. They will work independently and creatively to:


- raise the school's profile in the local community through promotion of our brand,
- maintain our media and social media profile,
- maintain the school's website,
- arrange publication of prospectuses and other documents
- maintain internal communication systems, bulletins and displays.

The successful candidate will work part-time as a job-share with the existing post holder, following a period of induction and training.

It is an exciting time to join Ysgol Aberconwy, a mixed 11-to-18 comprehensive school of 1100 pupils. Set in its own extensive new campus on the banks of the beautiful River Conwy, the school is situated in the medieval town of Conwy on the North Wales coast adjacent to the Snowdonia National Park. Ysgol Aberconwy's proximity to the main A55 trunk road provides easy accessibility throughout North Wales, Cheshire and Wirral. The school is exceptionally well resourced with all teachers having access to personal technology, as well as an ICT suite for their curriculum area.

The diversity of the school community ensures that the school is a vibrant and interesting place to work. The successful candidate will demonstrate consistently high standards of organisation and communication and will have experience of working with children with a variety of learning needs.

We offer:

- A well established and comprehensive mentor programme.
  - A strong personalised programme of professional development and coaching for teachers and support staff.
  - Strong links with other local schools for partnership working and support.
  - A strong community spirit.
  - Staff who are very supportive towards each other.
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# Job Description

**POST:** Communications and Marketing Officer


**SALARY RANGE:** GO3

**REPORTING TO:** Assistant Headteacher

## **JOB PURPOSE**

- Responsible for maintaining the school website ensuring a proactive approach to assessing and updating content.
- To provide guidance and support to staff in order to maximise the effective usage of the website and the school intranet, and to ensure staff engagement in these portals.
- Responsible for maintaining the school's intranet and to develop its social media presence.
- Under the instruction/guidance of senior staff, be responsible for organising and updating internal and external communication processes within the school.
- Assist with the planning and development of communication processes.
- Ensure the school is able to communicate and publicise its information and achievements to a wide range of audiences.
- Design and produce official school publications (e.g. prospectuses), advertising features, stationery, etc.

## **DUTIES AND RESPONSIBILITIES – JOB SPECIFIC**

- Social media management through creating posts, increasing followers /page likes, promoting engagement, and responding to questions
  - Organising and creating concept for all marketing photography and videography. Manage the digital image library and process requests for images from internal and external stakeholders and businesses.
  - Maintaining marketing records and writing reports produced for the Headteacher and School Governors.
  - Advise on making effective use of future website developments.
  - Copy-writing and ensuring the school's communication portals are complete and up to date including the website, intranet, display screens, newsletters, school prospectus and bulletins.
  - Responsible for content and maintenance of the school's website ensuring a proactive approach to assessing and updating current content.
  - Liaise with external suppliers, assist in the procurement, production and the delivery of marketing material, ensuring that all printed promotional literature is distributed effectively.
  - Producing press releases and managing press enquiries.
  - Operate relevant equipment, ICT and AV packages.
  - Undertake associated typing and word processing and IT-based tasks.
  - Undertake regular checks of the school display boards and report on action required.
  - Monitor and manage associated resources within an agreed budget, cataloguing resources and undertaking audits as required.
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- Contribute to the planning, development and organisation of communication systems/procedures/policies including relevant policies and guidance to staff, pupils and others around digital marketing to ensure a consistent and professional approach.
- Undertake research and obtain information to inform decisions.
- Event planning and coordination in relation to whole school events such as the annual school open evening.
- Coordinate the marketing, promotion and brand development of the school.
- Responsible for communication to Parents/Guardians via email and the school's text message system
- Developing and maintaining close working relationships with external media contacts such as the press, radio and TV.
- Ensure the reception area is appropriately equipped to provide a welcoming entrance to the school.

#### **DUTIES AND RESPONSIBILITIES – WHOLE SCHOOL**

- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Be aware of and support difference and ensure equal opportunities for all.
- Contribute to the overall ethos/work/aims of the school including school duties.
- Appreciate and support the role of other professionals.
- Attend and participate in relevant meetings as required.
- Participate in training and other learning activities and performance development as required.
- To invigilate internal and external examinations when required.
- Implement planned supervision of students in and out of school hours including before and after school, and lunchtimes within the guidelines established by the school.
- Employees will be required to give certain information relating to themselves in order that the Authority may properly carry out its duties, rights and obligations as an employer. The Authority will process and control such data principally for personnel, administrative and payroll purposes.
- As a term of your employment and in order to maintain effective school operations, you may be required to undertake any other reasonable task, commensurate with your grade, as determined by your Line Manager or the Head Teacher.

#### **REVIEW DATE/RIGHT TO VARY**

This job description is not intended to be an exhaustive list of duties. Ysgol Aberconwy reserves the right, after appropriate consultation with you, to vary your duties and responsibilities within the parameters of your grade and occupational competence in order to respond to changes in the needs of the school.



# PERSON SPECIFICATION

Factor	Requirements	How Identified	Rank E – Essential D – Desirable
<b>Knowledge and skills</b>	Educated to degree and/or equivalent qualification	AF/I/R	D
	NVQ Level 3 or equivalent qualification or experience in relevant discipline.	AF/I/V	E
	Relevant experience in marketing and communications	AF/I/R	D
	Comprehensive working knowledge, experience and application of social media channels.	AF/I/R	E
	Thorough knowledge of Microsoft Office applications and other relevant software packages	AF/I/R	E
	Experience of communicating and developing a rapport with staff, at all levels, and stakeholders using a variety of media.	AF/I	E
	Excellent communication skills in both written and spoken English with a high degree of accuracy.	AF/I	E
	Knowledge of the procedures and working practices of the Press and advertising sectors and of Press/commercial photography.	AF/I/R	E
	A commitment to keep knowledge and skills current.	AF/I	E
	Ability to organise and plan own workload and to anticipate future requirements	AF/I	E
	Ability to work under pressure in a dynamic office environment, adhere to deadlines and autonomously manage conflicting priorities.	AF/I	E
	Fluency in the Welsh language.	AF/I	E
	Understanding of the need to communicate bilingually	I	E
	<b>Creativity &amp; Innovation</b>	Ability to be creative and innovative	AF/I
Ability to take quality photography and edit images as needed.		AF/I	E
Ability to understand and deal with a range of briefs covering various aspects of the school's work.		AF/I	E
Ability to organise workload within a dynamic environment and to respond immediately and effectively to unexpected needs and requirements.		AF/I	E
Ability to research pathways for future development and marketing opportunities.		AF/I	E
<b>Contacts &amp; Relationships</b>	Ability to integrate into and work effectively within a variety of team environments.	AF/I	E
	Ability to communicate with pupils, parents and carers effectively.	AF/I	E
	Ability to provide expert advice and guidance to SLT, presenting unfamiliar technical concepts sensitively and supportively.	AF/I	D
	Ability to build and maintain regular relationships with external suppliers and media contacts such as press, TV and radio.	AF/I	E
<b>Decisions</b>	Awareness of the possible impact and implications for the school of any publicity material or communication.	AF/I	E
	Ability to make autonomous decisions in the execution and auditing of technical tasks on a continual basis	AF/I	E
<b>Resources</b>	Responsibility for official school photographic equipment.	I	E
<b>Work Demands</b>	Ability to respond effectively to regular or frequent interruptions, immediately adapt programme of tasks accordingly and to deal with any conflicting priorities that may arise.	AF/I	E
<b>Physical Demands</b>	Ability to cope with a high level of computer system use.	AF/I	E




# Safeguarding Procedures

We are committed to the safeguarding and promotion of the welfare of children. In this light, we would like to draw the following matters to your attention:

1. All appointments are made subject to:
  - a. An enhanced DBS disclosure;
  - b. Checks of professional status (EWC; QTS etc.)
  - c. Confirmation of professional qualifications;
  - d. Receipt of strong references (if not received by the time of interview); and
  - e. Medical clearance
2. We only accept applications completed on the Conwy application form with a covering letter. Please do not send CVs or open testimonials. More detail about the content of applications is provided in this pack below.
3. Please ensure that application form is completed in full. In particular, you must ensure that a full work history is provided and that any gaps in your employment are fully explained.
4. The referees cited in your application form must include your employer from the last occasion in which you worked with children. If your last employment was in a school, we would expect a reference from the Headteacher and/or Deputy/Assistant Headteacher.
5. When seeking references, we will request information about your suitability to work with children.
6. If you are shortlisted, any anomalies in your application will be discussed with you at interview.

*We encourage you to pay close attention to these matters so that your application is not excluded unnecessarily.*



# Application Procedures

If you wish to be considered for this vacancy you should complete the application form, giving the names and addresses of two referees.

Please note that section 12 on the form (Additional information to support your application) which can be completed on a separate sheet if you prefer, should include the following information:

- a. A brief outline of what you have achieved in your present post
- b. A statement about why you want this job.
- c. An indication of the strengths and expertise you could offer the school.

All points should address the detail in the person specification and other points made within this information pack.

Candidates are kindly requested not to submit a CV instead of the application form. Additional sheets may be attached to the back of the application form if there is insufficient space.

Completed applications should be returned to Mr Ian Gerrard (Headteacher) c/o Lynn Jones, to arrive **no later than midday on Monday 6<sup>th</sup> January**.

Please ensure that you put the correct postage on the envelope as this could result in your application not being considered due to late arrival. Please note that we will only consider applications submitted on Conwy's application form.

Interviews will take place during the week commencing **Monday January 13<sup>th</sup>**. If you have not heard from us within two weeks of this date, regretfully you must assume that your application has been unsuccessful on this occasion, in which case the Governors would like to thank you for your time and your interest in the school.

Please note that we are happy to arrange informal visits for prospective candidates before short-listing has taken place, also if you wish to have an informal discussion about the post in advance of your application, or if you require any further details, please contact Lynn Jones, the Headteacher's PA.

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