

<b>JOB TITLE:</b>	<b>Communications, Marketing and Design Manager</b>
<b>PURPOSE:</b>	<p>The Communications, Marketing and Design Manager will lead, develop and deliver the school's communications, marketing and visual identity across all platforms. The role is central to promoting the school's ethos, values and reputation, ensuring a consistent, high-quality brand presence internally and externally.</p> <p>The postholder will act as Website Lead, oversee digital and print communications, and work closely with staff and key stakeholder groups to strengthen engagement with parents, prospective families, alumni, international partners and the wider community.</p>
<b>LOCATION:</b>	Eltham Hill School
<b>SALARY SCALE:</b>	PO1
<b>HOURS:</b>	<p>35 hours per week, Monday to Friday.</p> <p>Term Time Only; plus 2 weeks, to include exam results days</p>
<b>LINE MANAGEMENT:</b>	N/a
<b>REPORTING To:</b>	Director of Resources
<b>Main Responsibilities</b>	
<p><b>Marketing &amp; Communications:</b></p> <ul style="list-style-type: none"> <li>• Lead the planning and delivery of digital and print marketing activity in line with the school's strategic priorities.</li> <li>• Produce engaging, accurate and audience-appropriate copy for a wide range of communications.</li> <li>• Create and proof online and print advertising as part of agreed marketing campaigns.</li> <li>• Research, source and order branded promotional items, banners, signage and display materials</li> <li>• Liaise with external suppliers and printers to ensure high quality and best value for money</li> </ul> <p><b>Branding &amp; Visual Identity:</b></p> <ul style="list-style-type: none"> <li>• Ensure all communications and design outputs are fully aligned with the school's brand and ethos.</li> <li>• Maintain and update brand assets across all platforms, including letterheads, presentations, marketing materials and the website.</li> <li>• Ensure awards, accreditations and recognition are accurately and consistently reflected across materials</li> </ul> <p><b>Design:</b></p> <p>Create high-quality, on-brand design materials to support school activities, events and promotion, including, but not limited to:</p> <ul style="list-style-type: none"> <li>• Posters, postcards, invitations and certificates</li> <li>• Booklets, programmes, brochures and prospectuses</li> <li>• Leaflets, banners and signage</li> <li>• Educational and curriculum materials (e.g. Year 8 Options, Sixth Form and whole-school prospectus)</li> </ul> <p><b>Bi-weekly Newsletter:</b></p> <ul style="list-style-type: none"> <li>• Design, write and produce the school's bi-weekly newsletter using Mailchimp</li> <li>• Collate and edit content from staff</li> <li>• Create image galleries and ensure content is engaging, accurate and well-presented</li> </ul> <p><b>Website Management:</b></p> <ul style="list-style-type: none"> <li>• Act as Website Lead with responsibility for content management and development</li> <li>• Create and update engaging content including news items, events, galleries, videos and photography</li> </ul>	

- Ensure full compliance with DfE statutory requirements
- Maintain and update the school's bespoke CMS (training provided)
- Carry out regular content reviews and updates across all areas of the site, including curriculum pages, exams, policies, vacancies, Year 11 support and Sixth Form content

#### **Events:**

- Assist in the planning and organisation of promotional and recruitment events
- Support a wide range of school events including concerts, performances, annual events and ad-hoc activities, producing communication materials, photography and social media content.

#### **Photography:**

- Maintain a digital photographic library
- Capture key events, workshops, activities, concerts and shows as and when needed
- Edit and showcase the imagery (some out of hours working may be required)
- To photograph in term new students, sixth formers and new staff

#### **Filming & Video Content:**

- Capture, edit and produce video content for exam board submissions
- Create additional video content to support school priorities (e.g. interviews, themed events such as Black History Month)

#### **Digital Screens:**

- Create and update engaging content for internal digital screens on a weekly basis

#### **Social media:**

- Create and manage regular social media posts showcasing the school's achievements and activities. Current platforms include LinkedIn and BlueSky.

#### **Systems & Software:**

- Confident use of: Canva, Adobe Creative Cloud (Lightroom, Photoshop, Premier Pro), Mailchimp, Microsoft WORD, Excel & PowerPoint, Website CMS (training provided)

#### **Other Duties:**

- Respond to ad-hoc staff requests such as document design, formatting and conversions.

#### **Core Standards for all Eltham Hill Staff**

- Commitment and contribution to improving standards for students.
- Share the school's commitment to safeguarding and promoting the welfare of all students.
- Contribute to positive relationships and provide effective support for your colleagues
- At all times, operate within the school's Equalities policies
- Monitor and maintain school resources
- Follow Health and Safety requirements and initiatives as directed
- Ensure compliance with Data Protection legislation
- Contribute to the maintenance of a caring and stimulating environment for young people
- To attend all relevant meetings in line with School Policy.
- Adhere to professional business standards of dress, courtesy and efficiency.
- To pursue 'excellence, happiness and success', in line with the ethos of the school.
- To undertake any reasonable activity as directed by the Principal that is not specified in this job description

Reviewed By:	Director of Resources	Date:	January 2026
Approved By:	Headteacher	Date:	January 2026



Person Specification for post of: **Communications, Marketing and Design Manager**

Attributes	Criteria
Qualifications/Training	<ul style="list-style-type: none"> <li>• Education to degree level or equivalent professional experience</li> <li>• Qualification in Marketing, Graphic Design or a related discipline</li> </ul>
Knowledge & Experience	<ul style="list-style-type: none"> <li>• Experience working in a marketing or communications role</li> <li>• Experience planning and delivering social media &amp; digital communications</li> <li>• Experience using a website Content Management System (CMS)</li> <li>• Experience designing a wide range of digital and print communication materials</li> <li>• Competent user of Canva and Adobe Creative Cloud, including Lightroom and video editing software such as Premier Pro.</li> <li>• Advanced IT skills including Microsoft Office Suite</li> <li>• Knowledge of marketing and media best practice</li> <li>• Knowledge of paper types, print processes and suppliers</li> <li>• Understanding of data protection and GDPR in the context of communications and marketing</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Excellent photography skills, including image selection and editing.</li> <li>• Strong graphic design skills with a clear understanding of branding and visual identity</li> <li>• Exceptional written English, including proof reading and copy-editing skills</li> <li>• Excellent verbal communication skills, with the ability to communicate confidently with a range of audiences.</li> <li>• Ability to work under pressure while maintaining a positive, professional attitude.</li> <li>• Highly organised, with the ability to prioritise a varied workload and meet deadlines</li> <li>• Ability to work independently and proactively, taking initiative where appropriate</li> <li>• Strategic thinking alongside strong attention to detail</li> <li>• Fast and accurate keyboard and typing skills</li> <li>• Ability to use databases to extract data and produce reports and statistics</li> <li>• Website design, content creation and ongoing management skills</li> </ul>
Personal Attributes	<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, with the ability to build positive working relationships with staff and students.</li> <li>• Confident and professional communicator across a wide range of media and platforms</li> <li>• Highly organised, creative and solutions-focused</li> <li>• Ability to work collaboratively as part of a team</li> <li>• Flexible and adaptable, with a positive attitude to change</li> <li>• A commitment to working with and supporting young people</li> </ul>