



Job Description: Communications and PR Assistant

Responsible to	Communications Team Leader
Salary	NJC Scale Point 11
Hours	35
Job Family and Level	Communications and PR Assistant
Annual Leave	25 days (rising to 30 days after 5 years)
Based	Three days a week in Big Life Schools settings, two days flexible

Main Aims of the Post

To provide communications support to both Big Life Schools settings, generating content on-site, and translating this into high quality external communications and PR content.

Main duties

1	To work to an agreed delivery plan focused on highlighting to local communities and families what makes Big Life's schools unique and attractive
2	To work closely with staff in the schools to understand their priorities and demonstrate this through communications content
3	To create high quality photo, audio, video and text content within the schools
4	To schedule regular content across Big Life Schools' social media channels and website
5	To grow each school's presence in local community online forums and printed media
6	To support schools staff to provide high-quality information to parents on the schools' website and through Class Dojo
7	To support the delivery of community events within each school setting
8	To monitor and respond to social media conversation on issues relevant to the schools

9	To draft content for marketing materials for the schools
10	To liaise with schools' staff to ensure marketing materials are signed off and up to date
11	To report on communications impact to the Head Teachers and the Head of Communications and Engagement
12	To support group-wide communications work on an ad-hoc basis
13	To work in line with the group's Communications Standard Operating Procedures

General Work-Related Expectations	
1	To work within The Big Life group's values, ethos and vision.
2	To contribute to the development of The Big Life group
3	To work in accordance with all policies and procedures of The Big Life group
4	To identify and attend training as required
5	To work in accordance with all relevant legislation
6	To undergo regular one to one meetings and an annual review
7	To undertake any other duties as required, appropriate to the post

Minimum Training required for this post

Course title	Needed for this post	Frequency	Other notes
Group induction	X	Once	
Mission and values	X	Once	
Safeguarding training (adults and children)	X	Every three years	
Health and safety internal/briefing	X	Annual	
Information governance	X	Once	Annual refresh
Equality and diversity	X	Every three years	Updates as legislation changes

Attendance at other training courses will need to be discussed with your line manager

Person Specification: Communications and Marketing Assistant

The successful candidate will be able to demonstrate that they meet all the following points.

		Method of Assessment
Employment experience		
1.1	Experience of using social media for promotional purposes in a professional or personal capacity	A/I
Knowledge		
2.1	Knowledge of the challenges and barriers our client group faces	A/I
2.2	Knowledge of social media and digital channels	A/I
Skills		
3.1	Ability to write accurately for different audiences and channels	A/I
3.2	Ability to communicate confidently with a wide range of people	A/I
3.3	Ability to use a range of IT packages and software	A/I
3.4	Ability to organise work and to plan own workload to meet deadlines	A/I
Personal		
4.1	Positive outlook and a 'can do' attitude	A/I
4.2	Personal resilience and flexible attitude in the face of difficulties	A/I
4.3	Commitment to working towards the Big Life group's ethos and values, including having a non-judgemental approach	A/I
4.4	Commitment to personal development and willingness to regularly update skills and experience	A/I

Key: A = Application Form, Interview = I, T = Test