



Ribston Hall High School

Marketing and Communications Officer

Job Description

PURPOSE OF ROLE

- To produce and oversee the school's marketing and communications plans, enhancing the school's profile and reputation through targeted marketing, social media, newsletters, and other communication channels.
- To support student recruitment, including the Sixth Form, through purposeful and engaging marketing and communications activity.
- To develop and deliver impactful marketing campaigns and communication initiatives that engage key audiences and promote the school effectively.
- To manage and enhance the school's public profile, including social media, press activity, and promotional materials.

MAIN DUTIES AND RESPONSIBILITIES

Marketing Strategy & Brand Management

- Develop, direct, and oversee the school's marketing and communications plans, ensuring the school's brand and purpose are clearly communicated.
- Manage all marketing and communications processes to ensure quality, consistency, and alignment with school values.
- Identify target audiences and tailor marketing strategies and communications to effectively reach and influence these groups.
- Manage the use of the school's logo and brand identity, including supporting the school's uniform strategy and related communications.

Digital Communications

- Oversee and maintain the school website to ensure it is current, accurate, and engaging.
- Manage and maintain the school's social media presence, ensuring a regular flow of engaging, purposeful content.
- Support the school's digital learning platforms and communication portals.



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- Prepare and issue press releases, maintaining positive working links with media outlets.
- Be proactive in the use of all communication channels to maximise reach and effectiveness.

Content Creation & Publications

- Develop and produce newsletters and other communications that celebrate the achievements of students, staff, and the wider school community.
- Oversee the creation of the school prospectus and associated publications.
- Create high-quality digital and printed content using design tools such as **Canva (or similar)**.
- Produce publicity materials, including printed and digital programmes, to support school events.
- Create content that communicates the school's values and promotes key stories to students, parents, alumni, and the wider community.

Event Support & Publicity

- Oversee publicity and communication for major school events, including:
 - Monthly *Ribston Roar*
 - Open days and open evenings
 - Parent information evenings
 - Christmas celebrations
 - Concerts and performances
 - Alumni gatherings

Community, Alumni & Stakeholder Engagement

- Help build and implement alumni engagement plans, including communications, events, and initiatives that maintain strong connections with former students.
- Assist with compiling and presenting stakeholder feedback to support continuous improvement.
- Provide regular staff updates and briefings on school news and developments.



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- Support the marketing of the school's catering service through targeted promotional activity.

Qualifications/Experience

- Excellent interpersonal skills.
- Degree-level qualification or equivalent experience.
- Experience of working in a school setting (desirable).
- Proven experience in communications, marketing, branding, or event management.
- Experience and proficiency in using a design platform (Canva or other).
- High level of accuracy and attention to detail.
- Experience managing websites and using social media to generate positive engagement.
- Excellent written and spoken English.
- Strong organisational and administrative skills, with the ability to prioritise effectively.
- Ability to remain calm under pressure and work proactively.
- Excellent ICT skills, including web-based technologies and social media.
- Ability to work independently and use initiative.

Supervision Required

Responsible to the Headteacher or another nominated member of staff.

Principal Contacts

Teaching and support staff, students, parents, and external media contacts.

Special Conditions

This job description outlines the main duties of the post at the time of writing. Duties may vary to meet the needs of the school without altering the general character of the role or its level of responsibility.



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Equal Opportunities

Equal opportunities is the right of everyone to equal chances and each individual is respected for who they are regardless of age, ethnicity, gender, social circumstances, ability/disability and sexuality.

and cannot of themselves justify a reconsideration of the grading of the post.

Signed

Headteacher _____

Signed

Post Holder _____

Date: January 2026