

Job Description

Post: Academy Communications Lead

Purpose

To challenge educational and social disadvantage by leading administration of academy communications in order to achieve the highest possible standards and prepare all our students to lead successful lives.

Duties and Responsibilities

- Working with the Principal, administration, and other skilled colleagues, support the delivery of effective academy communications.
- Act as the primary content manager on the academy website content management system (CMS), working with other academy-based content editors and the Dixons' communications team to maintain the site.
- Prepare the academy website for regular compliance checks and act on advice / instruction in preparation for Ofsted inspections.
- Oversee the collation, preparation and posting of regular news entries and calendared event entries on the relevant areas of the website.
- Maintain effective filing systems in the website CMS, removing legacy documentation in line with central processes.
- Ensure the application of photo permissions requirements for any images posted on the website.
- Act as a brand guardian for the academy by deploying resources, encouraging / supporting colleagues to do so and ensuring consistent application of brand, formatting and language in communications.
- Act as the academy link for the Dixons communications team.
- Share stories, opportunities and information about academy activities with the Dixons' communications team for wider coverage / circulation e.g. in internal communications or via press releases.
- Attend a series of onboarding training sessions, update meetings (1/cycle) and other occasional related meetings / update training.
- Carry out administrative tasks and duties in relation to the role e.g. maintenance of local branded templates and storage of related filing on academy systems.