

## **JOB DESCRIPTION**

### **Main duties**

To support all North East Learning Trust schools, Shotton Hall SCITT and Shotton Hall Research School in the delivery of their communication strategies through a full range of effective communications and marketing activities including:

- Providing a graphic design service to schools including the creation of advertising campaign materials, prospectuses, newsletters, brochures, leaflets and digital assets.
- Supporting the development of website designs across the trust.
- Taking photographs and video clips across Trust schools.
- Preparing and publishing news stories and content for websites, social media and newsletters.
- Supporting the development/implementation and analysis of marketing campaigns and advertising strategies.
- Supporting the development/implementation of market research activities and evaluate the effectiveness of all marketing activity.
- Planning and supporting the delivery of open evenings and recruitment events.

## **PERSON SPECIFICATION**

### **Essential experience and qualifications**

- Design degree/diploma or equivalent experience.
- Demonstrable previous exposure to professional graphic design environment.
- Proven record in document production and managing content.
- Sound knowledge of Adobe Creative Suite
- Proven experience of writing and editing material for public consumption.

### **Essential skills**

- Excellent verbal and written communication skills, including proofing, grammar and spelling.
- Excellent interpersonal skills with the ability to build and maintain strong collaborative internal and external working relationships and to work alongside Trust staff to deliver innovative design solutions.
- Strong organisational skills and ability to manage multiple projects across a range of schools and deliver to tight deadlines.
- Ability to use initiative and to work autonomously.
- Good awareness of design trends and creative thinking.
- Excellent attention to detail.
- Dedicated to own learning and development.
- Practical knowledge of using social media channels - particularly Twitter and Facebook

**Desirable skills**

- Competent photographer.
- Knowledge of promotional and marketing techniques.
- Experience of assisting in devising publicity campaigns.
- Illustration skills.
- Video editing experience.
- Knowledge of digital advertising techniques.
- Knowledge of search engine marketing techniques.
- Knowledge of search engine optimisation techniques
- Experience of dealing with press enquiries.