

## Role Profile: Comms and Events Coordinator

### Purpose

The Comms and Events Coordinator will develop the school's communications and will implement the organic marketing strategy whilst simultaneously driving forward a dynamic social media and events presence to showcase the school. They will contribute towards all aspects of marketing at the school and will ensure all content aligns with the school's brand values, ensuring collateral is compliant with the brand guidelines. The role will require attendance and operational input into key school events such as open days.

The role will support the wider marketing strategy as set out by the Pod Marketing Manager which should ensure the School is represented, in all mediums, in line with an agreed strategic positioning and clear ethos to ensure the maximum number of enquires and leads are provided to the admissions teams and drive the highest retention of existing students. The role will also be responsible for creating 'special moments' that exceed customer's expectations - that delight and surprise – through communication and in-person events.

### Key Responsibilities

#### Communications

- To assist in the design of communication and promotional material
- To manage the school's social media presence
- To create social media posts and editorial content
- To create conversion communications and email campaigns for all stakeholders within the pipeline and school community
- To manage the school newsletter
- To manage the communications and content scheduling within Cognita Connect
- To oversee stock of printed publications and merchandise

#### Events

- To assist in the organisation and management of internal and external events that promote the school to prospective and existing parents such as open days
- To assist capturing photography and video of internal events that can be used in comms/social media
- To assist with tours for prospective families in the absence of the Admissions Manager

#### General

- Support on admissions and marketing activity within the school
- Provide support to the Head Teacher, School Business Manager, Admissions Manager and other school colleagues

## Person Specification

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| <p><b>Skills, Capabilities, Attributes</b></p> | <ul style="list-style-type: none"> <li>• Be a nice person who is likeable and can relate easily to others</li> <li>• Enjoys and is energised by interacting with others</li> <li>• A self-starter who can operate with autonomy and learns quickly</li> <li>• Excellent written and oral communication skills with the ability to make an emotional connection through communication</li> <li>• Ability to work well within a team</li> <li>• First class organisational and administrative skills</li> <li>• Ability to remain calm under pressure with an organised approach to tasks, with attention to detail</li> <li>• Dedication to creating ‘special moments’ that exceed customer’s expectations, that delight and surprise</li> <li>• A keen eye for detail and an interest in brand guardianship</li> <li>• App skills: Excel, Word, PowerPoint and Outlook skills. Skill in design and/or communication software a benefit (such as InDesign, Photoshop and Canva)</li> </ul> |
| <p><b>Experience</b></p>                       | <ul style="list-style-type: none"> <li>• Experience of managing communication campaigns</li> <li>• Experience of managing large complex events</li> <li>• Experience in Marketing and/or Brand Management</li> <li>• Previous experience of working in a complex, busy, service-driven culture: ideally a school but this isn’t a must-have</li> <li>• Experience in use of technology apps, especially social media</li> </ul>   |

## Diversity and Inclusion

We believe having a diverse workforce makes us better, smarter and happier and so welcome applicants from all backgrounds, genders, and races. We have an unwavering commitment to being fair and equitable in our recruitment process.

## Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding & student/colleague wellbeing
- To ensure that safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

*Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed.*

## Key Stakeholders

Internal – Pod / UK Marketing Team / School Support Centre / Teaching & Support Staff / SLT / Current Parents  
 External – Prospective Parents / Third Party Contractors