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| **Job Title** | Communications Assistant |
| **Reports to** | Director of Communications |

**Job Purpose**

To support the Communications team on the delivery of an effective communications plan. The ideal candidate will have a high degree of personal motivation, ability to use initiative and a passion for writing well, social media and digital communications. They will have creative flair, as well as excellent organisations and time management skills.

**Key Tasks and Responsibilities**

**Copywriting**

* Draft and edit communications copy (e.g. press release, publications, social media posts, internal communications).

**Website**

* Support the team to update content of the external website on an on-going basis including; gathering, developing and editing content from relevant stakeholders and sources.

**Digital assets**

* Plan and coordinate the work of the College photographer and specialist external photographers in the production of imagery for the College;
* Track all external bookings for photography and filming;
* Manage the College’s photo and video libraries ensuring all content is uploaded, tagged and in accordance with the College’s Photography Policy;
* Support College staff with key digital assets to support their activities;
* Identify key imagery for use in publications and website, securing all necessary permissions and rights.

**Press and Social Media**

* Monitor and record press coverage of Eton College, including the collation of daily press cuttings and where required compile weekly or campaign specific reports;
* Distribute breaking news to key stakeholders;
* Provide back up support to the day-to-day running of the press office, including day to day tasks and administrative duties;
* Support the maintaining of databases – including media lists and media enquiries;
* Ensure details are up to date for social media accounts run by staff at the College;
* Support the Communications Manager in the creation of photographic and video content at School events for social media and communications material;
* Provide back up to Communications Manager for social media accounts as required.

**Design**

* Support the delivery and development of key school publications such as Etoniana;
* Develop and produce College promotional material as required.

**General Responsibilities**

* Support the Digital Content Producer, Internal Communications Officer and Communications Manager on discrete projects as required;
* Other tasks to support the operation of the Communications Department;
* Commitment to and promotion of equality, diversity and inclusion;
* All positions at Eton are classed as ‘regulated activity’ as per the Keeping Children Safe in Education 2023 guidance, therefore a good understanding of safeguarding procedures is essential;
* Commitment to safeguarding and promoting the welfare of children, including but not limited to, completing safeguarding training as required, and ensuring any safeguarding updates issued by the College are read and understood;
* Understand and comply with procedures and legislation relating to confidentiality.

**Skills and Competencies Required**

**Skills & Attributes:**

* Exceptional verbal and written communication skills with a strong attention to details;
* Excellent organisational skills, with ability to effectively prioritise and manage a busy workload;
* Excellent IT skills and a willingness/aptitude to develop these; in particular, knowledge of MS Office is required;
* Proficiency in Canva or Adobe creative packages: InDesign & Photoshop desirable;
* Strong interpersonal skills, with the ability to build effective relationships with a variety of stakeholders;
* A creative flair for design, with exceptional attention to detail;
* A degree, relevant to marketing communications or creative design qualification would be an advantage;
* Experience using social media channels and a management suite desirable.

**Personal Qualities:**

* Personal warmth to engage positively and gain the confidence and trust of staff and pupils
* Reliability and flexibility with a positive approach to all duties and responsibilities
* Diplomacy and discretion with a professional approach at all times
* A positive and proactive attitude – the ability to identify interesting stories and follow them up

**Working Pattern**

* Your working hours will be 35 hours per week, Monday to Friday, with one hour unpaid for lunch. However, there will be occasions when the post holder is required to work flexible hours including evenings and weekends.
* You will be working 52 weeks per year.
* You will be entitled to 21 days holiday. If a bank holiday falls during a school term period, you will be required to work this day and you will receive an additional day’s holiday in lieu.

**Disclosure Checks**

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.