

## **Marketing and Communications Manager**

### **Job Description**

#### **Report to : SLT member responsible for Media Liaison**

The Marketing and Communications Manager will be responsible for presenting the College in a positive manner in the local and wider community and contributing to the promotion of the MHJC 'brand' in keeping with the vision statement of 'Growing Greatness through innovative, constantly evolving personalised learning'.

#### **Key Tasks include:**

- Writing, editing and posting of events, articles and achievements onto the school's media platforms using (*but not limited to*) the Adobe suite of design programmes and Google Drive.
- Liaison with MHJC's 'Archives' management unit holder to source and appropriately file photos to the shared drive, plan photoshoots and edit digital photography.
- Production of termly newsletters and other publications in close liaison with MHJC staff.
- Design of posters/banners and MailChimp publications for the school, as required.
- Building a list of media contacts.
- Maintaining the school's profile in local newspapers.
- Writing and publishing articles of innovative practice in local and international educational periodicals.
- Archiving of published articles.
- Publication of the annual Year Book "Kia Mana Ake" (*planning, liaising with staff, writing articles, design & preparation for print*).
- Liaison with *PhotoLife* for sports, team, group and class photos, as well as Year 10 headshots for the "Kia Mana Ake" Year Book.
- Other associated tasks e.g. Website design modifications, interviews of students/staff & alumni for publication as required.