



Students First
OUTWOOD
GRANGE ACADEMIES TRUST

Job Description

Job Title: Digital Communications Lead
Reporting to: Director of Software and Web
Grade: SO1

Overall purpose of the post:

To develop, implement, and maintain the Trust and Outwood Institute of Education's web and social media presence. To create and deliver a cohesive digital communications and social media strategy.

Main duties and responsibilities:

- Lead the development, implementation, and maintenance of the Trust and Institute's websites
- Create and deliver a digital marketing and communications strategy
- Plan, manage, and analyse digital marketing activities
- Monitor and manage Facebook, Twitter, and other social media platforms
- Provide training and guidance on digital and social media best practices and strategies
- Train colleagues in using web content management systems to perform routine tasks
- Identify current and future web content needs and priorities and develop and maintain a content plan
- Work with the Communications and Compliance Officer to ensure statutory compliance of the Trust's web presence
- Use Google Analytics and other tools to provide reports, analysing digital communications activity and trends to make recommendations for improvements
- Work with the Trust's graphic designer to ensure brand identity is adhered to online
- Work towards accessibility of all content across a range of devices

Additional Responsibilities

- Dealing with any immediate problems or emergencies according to the Academy's policies and procedures
- Respecting confidential issues linked to home/students/teacher/Academy work
- Fire Marshall duties in the case of Fire and/or Emergency Evacuation where applicable
- To comply with the Academy's Child Safeguarding Procedures, including regular liaison with the Academy's Designated Child Safeguarding Person over any safeguarding issues or concerns;
- To comply with the Academy policies and procedures at all times.

- Undertake other reasonable duties (with competence and experience) as requested, in accordance with the changing needs of the organisation.

Personal Contacts

External: Contractors, suppliers, parents, external agency professionals, other government and local authority staff, other staff from academies and schools.

Internal: Students, staff, Board and Academy Council members, parents and any other visitors to the Academy.