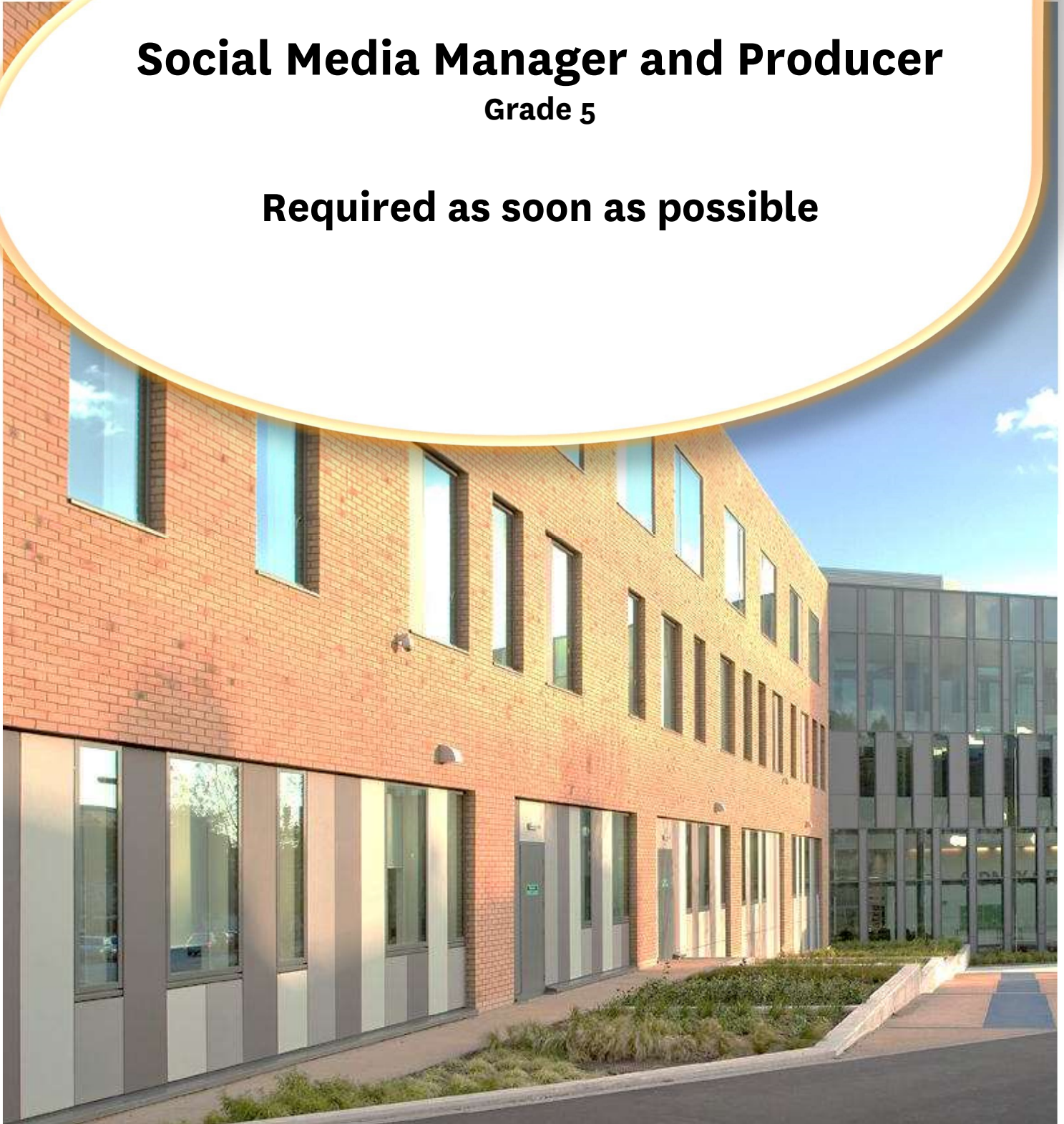


# **Social Media Manager and Producer**

**Grade 5**

**Required as soon as possible**



Sidney Stringer Academy Multi Academy Trust consists of five schools led by Sidney Stringer Academy. The schools are Radford Primary Academy, Ernesford Grange Community Academy, Riverbank Academy (Special School), Sidney Stringer Academy and Sidney Stringer Primary Academy.

All of the schools in the trust are working together with the ambition of becoming outstanding.

As the Trust develops we are exploring the opportunities of creating shared posts and services across the schools so that we can benefit from economies of scale.



## **Social Media Producer**

Sidney Stringer Multi Academy Trust is seeking a forward thinking and strategic thinker who can critically analyse the social media requirements of the Multi Academy Trust and put into place a working and dynamic social media strategy, with successful campaigns, that boosts the profile of the Trust. The role will also be responsible for producing content for social media and internal media including digital signage and photography for key events. The role will involve the management of all Trust and school communication systems including designing and producing marketing literature alongside social media, digital content, and liaising with the centralised MAT IT service regarding the Trust and school websites.

## **IT and Media Department**

MAT IT and MAT Media is a fully centralised service that works across the Multi Academy Trust and operates and works within a single unified network and cloud environment. The team is a supportive unit of highly skilled members of staff who are fully committed to ensuring the use of technology is effective, at the cutting edge of current educational technology and driving forward organisational improvement in order to ensure an extremely high quality of IT service for end users.

# Why work at Sidney Stringer Multi Academy Trust:

- 100% attendance - 1 day off following year
- Staff Development- new leadership challenge programme and the opportunity to be involved in additional career-development programmes
- Excellent professional development opportunities across a wide range of areas, delivered by experienced specialists and practitioners



- Free tea and coffee
- Social committee with subsidised events
- Cycle Scheme
- Free parking
- Free Flu jabs
- Long service awards
- Dynamic and exciting environment
- Strong community links
- Supportive team and atmosphere



# **JOB DESCRIPTION: Social Media Manager and Producer**

Sidney Stringer Multi Academy Trust is committed to safeguarding and promoting the welfare of children and young people and requires all staff and volunteers to share this commitment.

Job title: Social Media Manager and Producer

Accountable to: MAT Head of IT

Grade: 5 (£21,257 - £26,164 actual salary)

Hours: 37 hours per week - Term time only plus 5 days

Monday to Thursday 8.30 am to 4.30 pm Friday  
8.30 am to 4.00 pm

## **Job purpose**

To lead and manage a social media strategy with produced content that promotes the Multi Academy Trust in the best possible light and to enhance the reputation and awareness of the Multi Academy Trust

1. Leading on the creation and direction of externally facing social media campaigns that promotes and raises the profile of the Multi Academy Trust and creates a positive online brand for the Trust.
2. Leading on the production of video and media materials that showcases and create a positive brand for the Trust and that externally promote the most positive features of the Multi Academy Trust
3. To develop and produce regular analytics on the performance of social media across the Multi Academy Trust that will be reported to MAT Leaders

## **Job Description**

The Sidney Stringer Multi Academy Trust is looking for a Social Media Manager and Producer to join our team and to lead social media campaigns to enhance the reputation of the Trust. This is a full-time role, and the successful candidate will be responsible for:

- Creating and manage Multi Academy Trust social media accounts and develop a social media strategy with campaigns across all platforms, including TikTok, YouTube, Twitter, Facebook and Instagram.
- Producing promotional videos for all schools across the MAT which are designed to create a distinctive and clear brand for the MAT on social media and with external stakeholders.
- Developing and execute social media campaigns to enhance the reputation and reach of the Sidney Stringer Multi Academy Trust.
- Monitoring mentions of the Multi Academy Trust across digital media and to engage with external bodies on social media so that the MAT has a strong brand with responsive communication.

- Using business intelligence tools to report on the success of social media campaigns to MAT Leaders.
- Creating and develop high quality digital signage materials that can be used within the Trust and that can also be used as externally facing content in a social media context.
- Leading on the development of an effective social media marketing and engagement strategy across the MAT.
- Designing high quality video content that raises the profile of the Sidney Stringer Multi Academy Trust, assists the professional development of teachers and support staff and that provides value to the education sector.
- Producing engaging and informative content that is relevant to our students, parents, and staff.
- Collaborating with other members of the IT and MAT leadership teams to ensure that our social media presence is strong and well represents our Multi Academy Trust.
- Creating recruitment materials that interactively and positively showcase the Multi Academy Trust and its schools.
- Developing prospectuses for each school within the Multi Academy Trust and lead on the creation of new alternatives to prospectuses that are more interactive and that highlight schools within the Multi Academy Trust in the best possible light.
- Developing the website for the Multi Academy Trust to showcase the Multi Academy Trust's achievements and successes.
- Managing and developing a team as social media grows throughout the trust.

#### **Other Duties**

- To undertake such other duties, training and/or hours of work as may well be reasonably required and which are consistent with the role.
- To participate in performance management arrangements.
- To adhere to published school policies and procedures.
- To attend regular meetings with the line manager.

To undertake any other duties that may be reasonably deemed part of the role.

#### **Safeguarding**

The jobholder is accountable for the way in which they exercise authority, manage risk, use resources and protect students from discrimination and avoidable harm. All staff, whether paid or voluntary, have a duty to keep young people safe and to protect them from physical harm. When an individual accepts a role that



involves working with children and young people they need to understand and acknowledge that the responsibilities and trust are inherent in that role.

- The jobholder is expected to observe their obligations in accordance with the Academy's Child Protection Procedure, and to report any concerns that they may have regarding a child or young person's welfare to the appropriate person. A copy of the Academy's Child Protection Procedure can be obtained from the jobholder's line manager.
- ***The Governing Body is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.***

### **Rehabilitation of Offenders Act 1974**

This job is exempt from the provisions of the Rehabilitation of Offenders Act 1974. Appointment to this job is subject to an enhanced DBS disclosure being obtained, and any relevant convictions cautions and reprimands being considered. Any convictions, cautions or reprimands of relevance, obtained by the jobholder after enhanced DBS clearance has been acquired, must be disclosed to the Principal by the jobholder. Failure by the jobholder to do so, or the obtaining by the jobholder of a relevant conviction caution or reprimand, may be managed in accordance with the Academy's Disciplinary Procedure.

### **Health and Safety**

The jobholder is required to exercise their duty of care by taking responsibility for their own health and safety and the health and safety of other people who may be affected by their acts or omissions (failure to act). Full guidance regarding health and safety is set out in the Academy's Health and Safety Policy and in any risk assessments relevant to the jobholder's role or circumstances. Both can be accessed via the jobholder's line manager and must be observed.

### **Confidentiality and Data Protection**

The jobholder is expected to comply with the provisions of The General Data Protection Regulation (GDPR) and Data Protection Act 1998. Any information they have access to, or are responsible for, must be managed appropriately and any requirements for confidentiality and security observed. Information must not be disclosed to any person or Authority, for example a parent or the Police, without observing the correct procedure for disclosure as set out in the Academy's Data Protection Policy.

### **Equality and Diversity**

Sidney Stringer Academy is committed to equality and values diversity. As such the Academy is committed to fulfilling its Equality Duty obligations, and expects all staff and volunteers to share this commitment. The Duty requires the Academy to have due regard to the need to eliminate unlawful discrimination, harassment and victimisation, advance equality of opportunity and foster good relations between people who share characteristics, such as age, gender, race and faith, and people who do not share them. Staff and volunteers are required to treat all people they come into contact with, with dignity and respect and are entitled to expect this in return.

### **Training and Development**

Sidney Stringer Academy has a shared responsibility with the jobholder for identifying and satisfying training and development needs. The jobholder is expected to actively contribute to their own continuous professional development, and to attend and participate in any training or development activities required to assist them in undertaking their role and meeting their safeguarding and general obligations.

*This job description reflects the major tasks to be carried out by the jobholder and identifies the level of responsibility at which the jobholder will be required to work, as at the date on which the last review took place.*

*This job description may be subject to review and/ or amendment at any time to reflect the requirements of the job. Any amendments will be made in consultation with any existing jobholder, and will be commensurate with the grade for the job. The jobholder is expected to comply with any reasonable management requests.*

**Job Description reviewed by: A Walls (May 2023)**

### **Person Specification**

<b>Essential</b>	<ul style="list-style-type: none"><li>• 5 GCSE grade 'C' or above, or equivalent</li><li>• A proven track record of success in using social media</li><li>• Ability to use new technologies to produce dynamic and high-quality social media and media products</li><li>• A Creative and innovative approach to content creation and media production</li><li>• Ability to communicate clearly and effectively at all levels, both from an oral and written perspective</li><li>• A high level of numeracy and literacy skills</li><li>• Ability to work on own initiative and as part of a team</li><li>• Responsive, flexible, organised, reliable and confident</li><li>• Ability to work to constant and moving deadlines</li><li>• Commitment to equal opportunities and the principles of data protection</li><li>• A strong understanding of social media platforms and how they can be used to reach and engage audiences</li><li>• Proficient in using social media management software such as Hootsuite, Buffer, and Sprout Social.</li><li>• Excellent communication skills</li><li>• Ability to work independently and as part of a team</li><li>• Strong understanding of social media platforms</li><li>• Proficiency in social media management software</li><li>• Ability to work under pressure and meet deadlines</li></ul>
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<b>Additional Requirements</b>	<ul style="list-style-type: none"> <li>• Occupational Health Clearance</li> <li>• Receipt of a satisfactory Enhanced DBS Check</li> <li>• Receipt of two satisfactory references</li> </ul> <p>Experience of the below software would be very beneficial:</p> <ul style="list-style-type: none"> <li>• Adobe Creative Suite (Photoshop, Illustrator, InDesign)</li> <li>• Canva</li> <li>• Grammarly</li> <li>• Google Analytics</li> <li>• Hootsuite</li> <li>• Buffer</li> <li>• Sprout Social</li> <li>• Adobe Premiere Pro</li> <li>• Adobe After Effects</li> <li>• Microsoft Office Suite</li> </ul>

***All employees of Sidney Stringer Academy are required to comply with the Academy Equal Opportunities Policy when undertaking the duties of their job.***



## Social Media Manager and Producer

Grade: 5 (£21,257 - £26,164 actual salary)

Hours: 37 hours per week - Term time only plus 5 days (Monday to Thursday 8.30 am to 4.30 pm  
Friday 8.30 am to 4.00 pm)

You will be employed by the trust which consists of five schools led by Sidney Stringer Academy. The schools are Radford Primary Academy, Ernesford Grange Community Academy, Riverbank Academy (Special School), Sidney Stringer Primary School and Sidney Stringer Academy.

We are seeking to appoint a Social Media Manager and Producer across the Trust who will be responsible for developing a clear social media and communication strategy that gets strong and positive external engagement with the Multi Academy Trust. The role will manage all social media, digital content and will be expected to use business intelligence tools to report to MAT Leaders on the success of social media campaigns. The role will also be hands on and involve the production of internally facing media such as digital signage and videos for events that are held within the MAT.

### **How to apply**

If you are ambitious for yourself, passionate about the futures of children and want to be part of a forward-thinking team of like-minded professionals then we would like to meet you.

For further details, an application form, and to apply, please visit our website:

**[www.sidneystringeracademy.org.uk](http://www.sidneystringeracademy.org.uk) – ‘Vacancies page’**

If you would like further information please contact: Mr Andrew Walls – Assistant Principal on [awalls.staff@sidneystringeracademy.org.uk](mailto:awalls.staff@sidneystringeracademy.org.uk).

Please return completed application forms to: [recruitment@sidneystringeracademy.org.uk](mailto:recruitment@sidneystringeracademy.org.uk) [No hard copies to be sent in the post].

We look forward to receiving your completed application form.

**Closing date: Friday 14<sup>th</sup> July 2023 at noon. Interview TBC**

*Any offer of employment to the above post will be subject to receipt of a satisfactory disclosure from the Disclosure and Barring Service.*