



Recruitment Pack

DIGITAL CONTENT MANAGER
INCLUDING ASSISTANT TO THE
HEADTEACHER
JUNE 2021





Dear Candidate

Thank you for your interest in the position of Digital Content Manager and Assistant to myself.

The Trafalgar School at Downton is a friendly, rural secondary school, set in the historic village of Downton on the edge of the New Forest.

I joined this vibrant, caring and progressive school in September and our school is continuing its journey towards providing an outstanding education for all our students and becoming the school of choice for Salisbury and the surrounding area. Indeed, we have been heavily oversubscribed for the last 4 years, as well as adding additional tutor groups, growing from a school of 520 in 2016 to over 780 in September 2020.

Our school ethos is built firmly on our values and vision for young people, which you can find out more about in the enclosed recruitment information. Our aim is to develop open-minded, flexible, resilient individuals, with the skills and attitudes to be successful in tomorrow's society. Empowering young people to be the source of their own success, is our commitment in enabling our students towards a life fulfilled.

My current Assistant is moving on to new pastures after 16 years at Trafalgar and I am seeking a forward-thinking, spinning plate juggling person to fill their shoes! This is a great opportunity to support me as we continue to grow and develop the school. The other key element of this role is managing and up-keeping our school websites and social media platforms. Strong IT skills and an aesthetic eye are essential.

Candidates should note that The Trafalgar School is part of a Multi Academy Trust, known as the Magna Learning Partnership. This may afford the exciting opportunity to work in more than one school as the need arises. Your interest and readiness for this would be questioned at interview.

Further information about our school can be found on our website www.trafalgarschool.com our Facebook account and our YouTube channel.

To apply for this position, you should complete the Application Form. Your supporting statement (which should be no more than 2 sides of A4) should explain your reasons for applying for this position, your relevant qualifications and experience to date and what you can bring to the role of Digital Content Manager, my Assistant and to our school - what difference you would make.

I hope you gain a sense of our ethos and values from the information contained in this Recruitment Pack. If you would like to have an initial phone conversation or online meeting with me, prior to applying then please contact me via headspa@trafalgar.wilts.sch.uk.

I very much look forward to receiving your application.

Jonathan Curtis
Headteacher





Our Purpose

OUR VISION FOR YOUNG PEOPLE

By the time they leave our school our young people will be able to communicate effectively. They will be able to solve mathematical and scientific problems. They will be able to express themselves creatively and imaginatively. They will have a strong sense of self, a sense of others and a sense of place. They will make informed choices that effect positively on their own wellbeing. They will ask questions, be reflective and adaptive; capable of thinking and acting for themselves and ready to join forces with others to achieve a goal. They will be positive in their mind-set and willing to face up to a challenge. Our young people will understand what is right and what is wrong, and stand up for equality and human rights. They will appreciate other cultures and traditions. Our young people will be thoughtful, caring and active citizens making a difference to their community and to society.



TOWARDS A LIFE FULFILLED

Empowering young people to be the source of their own success





Our Values

Our values define us and underpin our ambition of a life fulfilled through empowerment. These values apply to our staff, as well as to our student community, so we seek a colleague who is:

STRONG AND SPIRITED

They believe that as an individual and within a community, they are in charge of their own destiny and they have the power to change the world both for others and for their selves. They are self-motivated.

GIVING

They look for opportunities every day to serve other people and to make the world just that little bit better in whatever way they can. By doing this they improve their own sense of self-worth. They understand the importance of civic responsibility, of being a positively contributing member of society.

DETERMINED

They do not give up even if the road gets tough. They are resilient, persevere and achieve their goals. They understand that commitment to a long term goal is the key to a successful and fulfilled life and gives them roots.

COMPASSIONATE

They care about others and themselves and understand that sometimes people need our support.

ENTHUSIASTIC

They enjoy life and appreciate everything they see and do. They find joy in the smallest things. They always give of their best and expect the same from others.

TRUSTWORTHY

They strive to do what is right and value honesty and trust.

RESPECTFUL

They realise that everyone has talents and gifts and should be respected. They expect that both for and from themselves. They listen to others and are courteous. They are socially confident and understand the importance of self-regulation.

OPEN-MINDED

They understand that difference is a positive thing and that no one way is always the right one. They are tolerant of others and expect the same towards themselves.

WHAT
ARE YOUR
VALUES





Our Strategic Plan

Our purpose is to empower students to be the source of their own success. We will do this by:

SAFEGUARDING

1. Providing a healthy, safe, supportive and happy learning environment so that all students have the opportunity to grow emotionally, socially, morally, intellectually and spiritually.

WELLBEING

1. Building positive relationships and a strong community so that all stakeholders feel valued and a sense of belonging.
2. Upholding high standards of behaviour so that all students have a moral understanding and a sense of civic responsibility to make the world a better place.
3. Promoting the physical, mental and emotional health of the child and the importance of a positive mind-set so that all students live long and happy lives.
4. Teaching students to 'fail well' so that all students can rise to a challenge and are able to overcome barriers and setbacks.

CURRICULUM – 'BUILDING CULTURAL CAPITAL'

1. Sharing a passion for our subjects and a love of life and each other so that it inspires others.
2. Developing 'academic habits' so that all students become highly effective people.
3. Delivering a curriculum that is knowledge rich and secured through application so that all students can both develop and demonstrate their understanding and capability.
4. Providing teaching (and assessment) of the highest quality so that it motivates, stimulates, builds confidence and ultimately enables students to think and act for themselves.
5. Providing a co-curriculum that *builds character and develops lifelong interests.



Role Description

Digital Content Manager

- To promote the school and events via the use of Social Media
- To update and further develop the school websites
- To celebrate achievements via the use of Social Media
- To take photographs of students/school for promotion via social media, website, newsletter
- To attend evening events (Prom/House Music Competition/Presentation Evening/Celebration Evening/Open Evening) to take photographs for publishing to attendees/use on Social Media
- To create content for the termly newsletter
- Create publications, posters and marketing materials
- To create, design and manage staff recruitment campaigns on Social Media
- Evaluate the impact of the use of Social Media including managing comments

Other Specific Duties

- To undertake additional duties as requested
- To comply with any reasonable request from a manager to undertake work of a similar level that is not specified in the Role Description





Role Description

Assistant to the Headteacher

- To provide an efficient, effective and confidential administrative service to the Headteacher including: production of correspondence, reports, publications and other documents as required and the maintenance of accurate and comprehensive records and systems
- To be responsible for organising the Headteacher's diary, including: arranging appointments, itineraries, making travel arrangements, coordinating meetings and events
- To manage communications with relevant contacts, including outside agencies, on behalf of the Headteacher. To respond to queries on behalf of the Headteacher, including: prioritising issues, investigating queries, preparing responses and resolving problems where appropriate
- To monitor and manage the Headteacher's email and action/delegate/draft responses as and where necessary
- To receive and prioritise incoming telephone calls and deal with them appropriately
- To organise all arrangements for meetings as required. To attend Senior Leadership Team meetings and briefings, prepare and circulate relevant agendas and papers as required
- To ensure consistency and accuracy with all external communications to parents and internal communications, including policies
- To liaise with the Clerk/Chair of Local Governing Body/Company Secretary
- To liaise with parents where a concern has routed to the Headteacher
- To maintain all recruitment documents and maintain job specifications
- To create and maintain the School Calendar
- To complete all necessary paperwork and forms for exclusions

Other Specific Duties

- To undertake additional duties as requested
- To comply with any reasonable request from a manager to undertake work of a similar level that is not specified in the Role Description



Person Specification



	Essential	Desirable
Qualifications	Qualifications to at least a Level 3 including good grades in English, Maths and a creative subject at GCSE or equivalent	Qualified to a degree level or above, particularly in a creative subject or administrative/management qualifications
Experience	Administrative or management experience Experience in a creative industry or portfolio of work <i>The school welcomes applications from recent graduates</i>	Marketing experience
Knowledge & Understanding	Knowledge of websites and digital content management Creative eye Familiarity with desktop publishing and content editing An understanding of school management	An awareness of marketing and the importance of brand Familiarity with WIX, Square Space, CANVA and Google Docs Awareness and understanding of school management information systems eg: SIMS
Skills & Personal Attributes	<ul style="list-style-type: none"> ✓ Excellent English language skills, including spelling, grammar and a wide vocabulary ✓ Excellent Microsoft Office and Google Docs skills ✓ Creativity ✓ Attention to detail and accuracy ✓ Excellent interpersonal skills with the ability to build effective relationships ✓ Ability to work with senior individuals confidently ✓ Ability to work proactively in order to support the workload of the Headteacher ✓ Ability to work effectively as part of a team complementing the work of existing colleagues ✓ Ability to respond flexibly and adapt to changing and challenging circumstances ✓ Strong organisational skills and ability to prioritise effectively ✓ The ability to form positive professional relationships with students ✓ An energy, enthusiasm and determination to bring about the best for young people ✓ Is ambitious for themselves and the school community ✓ The ability to work independently and as part of a team ✓ A 'can do' attitude 	

JOIN OUR TEAM

