

## Job Description

### A9885 A9885 GR2 JDPS Digital Administrator 2021

Job Details	
Grade	GR3
Job Evaluation Number	
Number of Posts	
Directorate	
Division	
Department	
Service Area	
Reporting to	

Strategic statement about Birmingham City Council

#### 1.0 Portfolio Responsibilities

To assist and support the school with the administration of the school website, printing and photocopying, marketing/social networking, design work and general administration to provide a high quality reprographic and communications service to Hodge Hill Girls' School

Provide support to develop the use of creative media across all facets of school life to benefit teaching, learning and the professional image of the school.

Provide administrative support to school function at key times, as directed.

#### 2.0 Key Responsibilities (WHAT DO WE EXPECT THIS ROLE TO ACHIEVE)

Web Development/Public Relations

Support the school by ensuring that the school website promotes a

positive image and communicates key and relevant information to visitors, students, staff and the community within an easily navigated environment.
Keep all website content compliant and up to date and arrange regular news and event information, providing lively and fresh content for website and social media visitors.
Administer the social media channels for the school including Facebook, Twitter, LinkedIn and other relevant platforms.
Work with the school Business Manager to coordinate advertisement campaigns, proposing new ideas concepts for social media content. Optimise content following search engine optimisation (SEO) and pay-per-click (PPC)
Assist with the creation and analysis of social media reports regarding demographics and success of social media projects.
Support the creation and distribution of press releases. Ensure student safety, consent and appropriate content for online published materials.
Adhere to web accessibility guidelines, safeguarding policy, data protection regulations to ensure best practice.
Creative Media / Print
With support from the school Business Manager, design and produce advertising and marketing materials, e.g. community adverts, newspaper adverts, banners.
Assist with the development and promotion of the school image through the use of design and imagery e.g. school prospectuses, welcome packs, booklets, signage, displays, images, video and audio.
Work with suppliers to print specialist media, including vinyl and large-scale imagery.
Support staff to develop simple toolkits, templates and guides.
Operate digital signage and ensure content is kept relevant and up to date.
Administer the production of school related media e.g. certificates, letters, handbooks.

Reprographics
Produce document templates and layout guidelines to help ensure consistency.
Support staff with display board content and classroom displays.
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Recording and inputting of job forms, ensuring cost-effective and efficient printing
Stock-checking and ordering of photocopying supplies.
Performing basic equipment cleaning and maintenance.
Archive all materials and electronic equivalents for future use and reference.
Checking documents for GDPR considerations.
Provide support for students and staff in the use of technology.
General
Work as part of ICT Support team as appropriate.
Taking of photographs and sorting permissions, maintaining photo archives and storage.
Provide administrative support for the school ICT CPD programme.
Act as a First Aider (3 days qualification course).
Please note all individuals should
Support the promotion, welfare and safeguarding of children and young people.
Support the promotion of equalities and diversity agenda in the workplace and in-service delivery.
Contribute to health and safety of pupils, staff and visitors always.
To participate in Performance Management in accordance with the generic school plan for Performance Management.
Adhere to the ethos of the school, promoting the agreed vision and aims.

Perform any other duties as commensurate within the grade in order to ensure the smooth running of the school.

### 3.0 Management Responsibilities (excludes those who are INDIRECTLY supervised i.e., through others)

Post Title	Grade	Number of Posts
	N/A	

### Special Conditions

Is Safeguarding Check needed?	
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## Person Specification

### Essential Criteria

Method of Assessment (M.O.A): Application Form; Work Based Exercise; Interview; Qualifications; Presentation

	AF/I/T	Technical knowledge using Adobe Creative Suite applications or equivalent.
Experience	AF/I	Experience developing digital creative content/imagery. Flair for design and the ability to produce well-formatted documents and content.
Experience	AF/I	Experience managing public-facing websites and content. Experience using social media in a school environment
Experience	AF/I/T	Experience managing public-facing websites and content.
Experience	AF/I/T	Experience using social media in a school environment
Skills	AF/I/T	Excellent written, literacy, numerical and oral communication skills
Skills	AF/I/T	Graphic and social media design skills.

Skills	AF/I/T	Excellent organisational skills, with creativity and flair.
Skills	AF/I/T	A flexible and can-do attitude with strong team working skills.
Skills	AF/I/T	Photography
Other	AF/I	Commitment to equal opportunities.
Other	AF/I	A desire to do something worthwhile for young people, to understand their needs and gain insights into how they think.
Competency	AF/I/T	An ability to fulfil all spoken aspects of the role with confidence using the English Language as required by Part 7 of the Immigration Act 2016.
Competency	AF/I/T	Ability and willingness to work outside normal office hours as required
Competency	AF/I/T	Self-motivated with an ability to meet deadlines.
Competency	AF/I/T	Maintain confidentiality.
Competency	AF/I/T	Using online image libraries whilst adhering to copyright.
Competency	AF/I/T	Ability to brief and supervise external suppliers and agencies in relation to specialist print.
Competency	AF/I/T	Ability to tailor content and format to different audience needs.
Knowledge	AF/I/T	Knowledge of pay-per-click, search engine optimisation.
Education	AF/C	A* - C in GCSE English or Mathematics or equivalent.
Education	AF/C	Media/graphic design BTEC HNC or equivalent

As a Disability Confident Committed Employer, we take positive action to ensure people living with a disability or a long-term health condition feel supported, engaged, and able to fulfil their potential in the workplace. People with a disability telling us on their application form they wish to participate in the scheme and who can then demonstrate in their application that they meet the essential criteria for the role will be shortlisted and offered an interview.

## Safeguarding

Everyone has a responsibility to safeguard the welfare of children, young people, and adults at risk, whatever the role of the individual, or Birmingham City Council service or Directorates they work in. Birmingham City Council will work with the appropriate statutory bodies when an investigation into child abuse or a safeguarding adult's investigation is necessary.

The Council is committed to safe recruitment practices and recognises that this fits into an overall corporate approach to safeguarding across a range of functions that need to operate together in order to be effective. This applies to employees, volunteers, work placements, elected members, licencing, school transport arrangements and any other regulated positions.

The Council's safe recruitment process includes pre-employment vetting which involves establishing full employment histories; proof of identity; satisfactory references; health assessment; checks of qualifications; asylum and immigration checks; and criminal record checks with the Disclosure and Barring Service.

The Council's website will contain links to the current versions of safer recruitment policies that are in force.

In line with the has an overarching responsibility for safeguarding and promoting the welfare of all children/young people and adults in its area. All BCC employees are expected to:

- Work in a way that prevents and protects service users from abuse;
- To be aware of the signs of abuse or neglect;
- Recognise the signs of abuse and neglect; and
- Record and report any concerns or incidents.

Record and report any concerns or incidents.

**At Birmingham City Council (BCC), we are committed to creating an environment and culture that promotes equality, diversity, and inclusion; making sure BCC is a place for people to be their best, authentic selves. We welcome applications from people of all backgrounds, including those with caring responsibilities and flexible working options will be considered. We are building up our vibrant staff networks for peer-led support, with safe spaces for those who need it and offer access to our talent programmes to support everyone in reaching their aspirations and fulfilling their potential.**