JOB DESCRIPTION

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| POST TITLE | Senior Administrative Assistant (Communications & Pupil Premium) |
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| Purpose: | To provide administration support with Pupil Premium.  To coordinate and implement the College communication strategy. |
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| Reporting to: | Website and Communications Officer |
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| Liaising with: | PA to the Headteacher/Senior Administrator, other members of the admin/finance team, teaching staff and pupils |
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| Working Time: | 37 hours per week – term time only (40 weeks)  8.00 am - 4.00 pm Mon – Thurs and 8.00 am -3.30pm Fri |
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| Salary/Grade: | **Salary: - HCC Grade C** |
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| Disclosure level: | Enhanced |

Role Requirements

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| Accountabilities |  |
| Communications | * Generate engaging, original, and grammatically correct written content (e.g. news articles, social media captions, website copy, parent letters) that accurately reflects the College's tone of voice and strategic objectives. * Design, edit, and produce high-quality visual assets and graphics for all digital platforms using design software (e.g. Canva or equivalent). Act as a Brand Guardian, ensuring adherence to the College's brand across all channels. * Utilise the websites’ Content Management Systems (CMS) to upload, update, and maintain website content. Manage content scheduling and publishing across all College social media platforms, ensuring daily and weekly activity targets are met. * Ensure all digital communication materials (website content, emails, newsletters) meet DfE accessibility requirements. This includes the ability to support translation and strictly avoiding inaccessible formats such as text-only images and PDFs that restrict text selection or screen-reader use. * Produce and manage the daily staff and pupil bulletin (Google Sites) and the weekly parental communication (via the school website and Parentmail/ScoPay), ensuring all information is current, correct, and delivered on time. * Manage the central 'Enquiries' email inbox, providing professional, helpful, and timely responses to parents and external stakeholders, and triaging/escalating urgent enquiries to the appropriate staff member. |
| Pupil Premium (PP) | * Co-ordinate uniform voucher scheme, orders and stock for the Uniform’d store, and the uniform reimbursement process. * Act as the first point of contact for all PP-related queries via email, phone, and in-person from parents, staff, and external agencies. Manage PP-related correspondence, including parent letters and notifications. * Administer all food voucher schemes (using Huggg), for Free School Meal (FSM) pupils who cannot access food in school. Manage ad-hoc financial support requests, such as food bank referrals. * Coordinate the recording of stationery distribution and resource provision. Process PP-related financial tasks, including recording monthly Finance journals. Manage all PP-related purchasing, and financial contribution processes (e.g., trips, music lessons). * Maintain the comprehensive Pupil Premium (PP) pupil database (spreadsheet/MIS). Execute processes to ensure pupil lists are accurate, including liaising with Data Management, checking HCC lists, and updating FSM status for starters, leavers, and census reporting. * Support the PP Lead in other regular and ad hoc tasks and duties as required. |
| Corporate and statutory initiatives – equalities/health and safety/e-government/sustainability | A range of health and safety responsibilities, including:   * Maintaining the visitors’ signing in list, issuing visitors passes plus H&S leaflet and Visitors/Volunteers Procedures paperwork * Ensuring that all visitors are given into the care of a member of College staff * Health and safety responsibility for self, children in an area which is a child-centred environment * Maintain an awareness of the College, national and statutory policies and requirements and apply these in the workplace |
| Additional duties | * To play a full part in the life of the College community, to support its distinctive mission and ethos and to encourage and ensure staff and pupils follow this example * To continue personal development as agreed * To engage actively in the performance review process * Any other such duties as may reasonably be allocated by the Headteacher or PA to Headteacher/Senior Administrator, Website and Communications Officer   Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. |

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| The main contacts   * Website & Communications Officer (PP Lead) * Teaching & Support Staff * Pupils * Admin & Finance Teams * Parents/Carers |

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| **Specific Essential Qualities**   * Digital and Technical aptitude – proficient in workplace software with a willingness and ability to quickly master new software and platforms * Experience of office working and processes * Exceptional attention to detail – typographical errors, grammatical issues, data entry and formatting * Ability to prioritise workloads and work to deadlines without supervision * Proactive and good organisational skills * Excellent communication skills – particularly written and verbal * Skilled in maintaining confidentiality, handling sensitive data, and liaising effectively and professionally with staff at all levels, with parents/carers, and pupils * Experience of working with numerical data and maintaining accurate records * Approachable, empathetic and patient * Confident in dealing with telephone and face-to-face enquiries   **Desirable (but not essential) Qualities**   * Experience of managing social media platforms for an organisation, including content planning, scheduling, and engagement * Demonstrable ability to create engaging content for various platforms, such as social media, newsletters, and websites * Practical experience using a graphic design platform (such as Canva) to create professional, on-brand visual content for web and social media * Experience in copywriting and editing for different communication channels, with a focus on accuracy and maintaining brand voice * Familiarity with content management systems (CMS) for website updates * Experience using Google Sites and/or a working knowledge of Google Workspace, Microsoft Office (particularly Google sheets and/or MS Excel) * Understanding of internal and external communication principles and best practices * A strong understanding of the importance of maintaining brand guidelines and ensuring consistent messaging * An understanding of digital accessibility principles and best practices * Ability to use initiative to identify opportunities and propose solutions * A proactive approach to tasks, with a willingness to take ownership and responsibility * Capacity to work with minimal supervision, prioritise and manage workload effectively   **Training in all of the above desirable qualities will be provided for otherwise suitable candidates.** |