

JOB DESCRIPTION

COMMUNICATIONS AND CONTENT OFFICER



**KING EDWARD VI
FOUNDATION
BIRMINGHAM**

Educational excellence for our City

Location:	Foundation Office, Edgbaston Park Road, Birmingham, B15 2UD
Accountable to:	Head of Engagement
Direct reports:	None
Hours of work:	35 hours p/w all year round for Full time. Part Time will also be considered. The position is a 1-year Fixed-Term Contract.

Purpose of the role

The Schools of King Edward VI in Birmingham (“the Foundation”) is one of the most significant educational charities in this country. King Edward’s School was founded in 1552, and now in the 21st century the Foundation runs fourteen schools – two independent fee-paying schools, six selective academies and six non-selective academies, and there are plans for ongoing growth.

We are seeking to recruit a creative and proactive Communications and Content Officer to help us tell our story, engage our audience and strengthen the Foundation’s digital presence.

About the Role

This is an exciting opportunity for a skilled communicator to take ownership of the Foundation’s social media and digital content. You will play a key role in shaping how the Foundation and its schools are represented online, creating engaging, high-quality content that celebrates our impact and values.

Principal responsibilities and duties

Social Media Management:

- Own and manage the Foundation’s social media profiles across all channels (Facebook, LinkedIn & Instagram)
- Plan, schedule and publish engaging posts that reflect the Foundation’s voice, mission, vision and objectives
- Monitor and respond to engagement, managing interactions and online communities in a timely and professional manner
- Track social media performance and report on key metrics, identifying trends and recommending improvements

Content Creation and Communications:

- Create, edit and proofread content for a range of channels including social media, website, email newsletters and internal communications
- Support the design and delivery of campaigns and initiatives that align with Foundation priorities
- Work alongside the Design and Content Officer to source and create multimedia content (photography, graphics, short videos) to bring our work to life
- Maintain brand consistency across all communications and ensure adherence to the Foundation’s tone of voice and visual identity

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Website and Digital Presence

- Keep the Foundation's website up to date, ensuring content is accurate, engaging and accessible
- Support search engine optimisation and accessibility best practice
- Monitor and track performance on website usage

Campaign and Project Support

- Contribute to the planning, execution and evaluation of marketing and communications campaigns
- Support key Foundation events and activities

General responsibilities and duties

- To develop a clear understanding of the Foundation's vision, mission and strategic aims and to actively support these.
- To remain up to date with the Foundation's policies, procedures and code of conduct and always uphold these.
- To remain committed to the safeguarding of all of our students.
- To identify and undertake relevant training to enable continuing professional development, where resources allow.
- To prepare for and proactively engage in the performance review cycle with your line manager.
- To attend appropriate internal and external meetings, as directed by your line manager.
- To undertake such other duties as are agreed as being in keeping with the general nature of the job and its grade.

The successful candidate will be required to fulfil an enhanced DBS check.

This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description. Job descriptions will be updated or amended from time to time to reflect such changes.

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Person Specification	
Essential	Desirable
Knowledge and experience	
Proven experience of managing social media channels in a professional setting	Familiarity with tools such as Canva, Adobe Creative Suite and website content management systems (e.g Wordpress)
Strong copywriting, proofreading and editing skills with an eye for detail and tone	
Good understanding of social media analytics and reporting tools	
Organised, proactive and able to manage multiple deadlines	
Collaborative team player with excellent interpersonal skills	
Qualifications	
Competencies	
Building capacity Influencing and persuading Acting on integrity Delivering at pace Delivering quality Team focussed Coaching management style Proactivity Flexibility Reliable and adaptable	