



Social Media Administrator - JOB DESCRIPTION

Reporting To: Finance Business Manager **Payscale:** TEAL Associate Staff Pay Scale, Point 6

Job Purpose

To actively support our core purpose, remembering that “We are here to make great schools and happier, stronger communities so that people have better lives.”

The Social Media Administrator will be responsible and accountable for delivering a high-quality social media presence for the school, providing effective and efficient engagement and communication.

Key Responsibilities: Specific

- Provide a comprehensive, high quality and positive digital presence, via social media platform management
- Work closely with teachers, pupils and other staff to gather content and ensure alignment with the school goals and values
- Lead on content creation, capturing high-quality and engaging photos and videos celebrating daily school life, sports events, achievements, curriculum activities and school initiatives
- Support in planning and executing of social media campaigns for key events like open evenings, parents’ evenings and recruitment drives
- Ensure all content adheres strictly to GDPR and school’s safeguarding/photo consent policies
- Monitor channels to address any inappropriate content or concerns promptly, escalating issues accordingly where required
- Track engagement metrics and insights and provide regular updates to senior leadership on channel performance and audience feedback
- Maintain current social media platforms, whilst advising on future platforms to assist engagement
- Being flexible to attend school events.

Key Responsibilities: General

- *The responsibilities outlined are a broad indication of the main duties and responsibilities of the post and employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.*
- *TEAL is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all employees and volunteers to share this commitment.*
- *TEAL/The school will endeavour to make any necessary reasonable adjustments to the job and the working environment to enable access to employment opportunities for disabled job applicants or continued employment for any employee who develops a disabling condition.*
- *The Health and Safety at Work etc. Act, 1974 and other associated legislation places responsibilities for Health and Safety on all employees. Therefore, it is the postholder’s responsibility to take reasonable care for Health and Safety and Welfare of him/herself and other employees in accordance with legislation.*
- *The above duties may involve having access to information of a confidential nature, which may be covered by GDPR, and by Part 1 of Schedule 12A to the Local Government Act, 1972. Confidentiality must be maintained at all times.*
- *The postholder must work and process personal and sensitive information in accordance with Data Protection Act 2018 including the General Data Protection Regulations (GDPR) 2018 and to ensure work is conducted in a way that protects the safety and security of information (e.g. strong passwords, reporting breaches, securing paper records, securely disposing of records)*



Ethical Behaviours Charter

Competency	We do this by
Trust	<ul style="list-style-type: none"> • Being reliable, consistent, credible, honest, humble, courageous and kind. • Managing emotions and helping others to do the same. • Keeping promises and doing what we say we will • Having genuine compassion for others
Wisdom	<ul style="list-style-type: none"> • Developing knowledge and expertise, then sharing that knowledge • Learning from mistakes and failures and admitting when we are wrong • Seeing systems and processes as ways to fulfil our purpose, removing or changing them if they fail in that.
Kindness	<ul style="list-style-type: none"> • Being patient, respectful, generous and forgiving. • Acting with compassion and care, listening and seeing the person behind the role • Focusing on relational practice; building trust and rapport with others by empowering and elevating them.
Justice	<ul style="list-style-type: none"> • Doing what is right, rather than what is popular or easy • Ensuring we live our sense of purpose and values in the way we behave, make decisions and communicate. • Applying rules in a consistent, transparent and fair way, whilst allowing for discretion and common sense. • Valuing difference, building diverse teams and encouraging others to behave responsibly and with moral purpose.
Service	<ul style="list-style-type: none"> • Putting ourselves in the service of others. • Reducing stress and anxiety in the organisation by modelling calm and considerate behaviour • Behaving in a dutiful way, demonstrating humility and self-control. • Removing barriers to enable others to do their jobs well
Courage	<ul style="list-style-type: none"> • Holding ourselves to account when something goes wrong. • Remaining calm, optimistic and positive in the face of adversity and change. • Speaking honestly, openly and with empathy
Optimism	<ul style="list-style-type: none"> • Believing in our own ability, and the ability of others, to do what is right to change the world for the better. • Calling out negativity, cynicism and dishonesty. • Remaining positive and encouraging, helping others to overcome challenges and celebrating their success.
Vision	<ul style="list-style-type: none"> • Anticipating the future and embracing it. Thinking strategically, analysing and assessing information to deliver organisational growth. • Reading, researching, networking and sharing learning with others. • Believing in the potential of others; helping them be the best they can be.