

Job description: Communications and Rebranding Project Manager

Federation: Islington Futures

Grade: P01 Point 34 - 36 (£34,299 - £35,772 pro rata)

Hours per week: 21, all year round 0.6 (flexible working days/hours)

Employment type: Fixed term for 3 months in the first instance, January – March 2019

The Islington Futures Federation was set up on the 13th September 2018 consisting of 2 secondary and 2 primary community schools; Elizabeth Garrett Anderson School, Holloway School (soon to be renamed), Copenhagen Primary School and Vittoria Primary School. The purpose of this role is to plan, co-ordinate and manage the rebranding of the Islington Futures Federation, Holloway School and Copenhagen School. The primary focus will be the rebranding of Holloway School. We are looking for an experienced individual who can provide expertise in this area, to guide the work of the federation and provide effective project management.

Role Specification:

- 1) Develop and implement a brand strategy, overseeing and managing the work of YP Collective who have been commissioned to develop a new look for Holloway and Copenhagen School;
- 2) Manage a successful rebrand of Holloway School so that we attract new and additional pupils to the school;
- 3) Develop and deliver a communications and marketing strategy with a detailed project plan including but not limited to campaigns, events, digital marketing and PR;
- 4) Put in place key principles and strategies to enable us to continue to communicate effectively at the end of the project, generating ideas for continuous improvements;
- 5) Work closely with the federation strategy group and third party suppliers enabling them to meet objectives and ensure that deadlines and the requirements of the federation are met;
- 6) Work with key federation staff to run a launch event promoting the joining of the four schools in the Islington Futures Federation and to announce the new name for Holloway School;
- 7) Engage stakeholders to ensure communications are representative and aligned to stakeholder priorities;
- 8) Oversee and manage Cleverbox who have been commissioned to create a website provision that meets the needs of the federation as well as the individual schools, ensuring that the material on the websites is consistent in style, whilst engaging the community of students and staff in populating the sites. New websites will be developed for Islington Futures Federation, Holloway School, Copenhagen Primary School and possibly Vittoria Primary School;
- 9) Evaluate product offerings, traffic, landing page quality, content, and design as well as recommending changes to website architecture, content, linking and other factors;
- 10) Manage social media presence and direct programs to improve social media reputation and recognition;

- 11) Track, report and analyse website analytics and organic initiatives and campaigns;
- 12) Undertake continuous analysis of competitive environment and trends;
- 13) Provide training to federation and school staff where required;
- 14) Help bring our vision to life via all available channels.

Person Specification:

- 1) Excellent planning, team working and organisational skills, with the ability to anticipate areas that could potentially throw the delivery of the project off track and take steps to avoid these escalating;
- 2) Familiarity with a range of management and analytics tools including Google Analytics, Google Search Console, Google AdWords, Facebook Insights and other standard SEO software for managing and reporting the efficiency of social media marketing campaigns and SEO improvements;
- 3) Working knowledge of managing social networking sites including Facebook, Twitter, Instagram, LinkedIn and YouTube;
- 4) Strong numerical, analytical and creative skills;
- 5) Excellent verbal and written communication;
- 6) Experience of leading a comms, marketing or brand team;
- 7) The ability to manage multiple projects in a fast-paced environment and work to deadlines;
- 8) Outgoing and self-motivated with a proactive approach to work;
- 9) Ability to work effectively alone & within a team;
- 10) A creative with the ability to work logically and methodically;
- 11) Highly flexible, comfortable working with ambiguity, frequently changing timeframes and short deadlines;
- 12) Impeccable written and spoken English;
- 13) Degree in Marketing is desirable but not essential.