

## SMA Communications Officer

The Communications Officer is a new role. The purpose of the role is to promote the activities of the SMA and to develop better communication with the whole SMA body.

The roles can be split to suit the two post holders. There are no formal requirements for the role although an interest in communication and communications technology would be useful. It would be beneficial to have an understanding of the use of software including email and Word and confidence using different social media including Twitter and Facebook. It would also be useful to have the ability to update the SMA web pages through a simple user interface (or be willing to learn). There is also an opportunity to better develop the use of electronic communication and explore the use of tools such as MailChimp.

### **Key responsibilities**

*These responsibilities can be divided as appropriate between the two post holders*

- to produce content for the SMA News Section of the weekly school newsletter
- to maintain the SMA web pages
- to develop and share content for the SMA Twitter and Facebook account
- to liaise with the Landmark Lofts Sponsorship leader and run the social media campaign including sending using Twitter and Facebook to promote the sponsorship of Landmark lofts at the Christmas and summer fairs etc.
- to reach out to local media to promote fundraising events, as appropriate
- ensure all information on SMA work is current and up to date
- to maintain any SMA flyers including the SMA flyer for new parents
- to manage the SMA communications email