

## **DIGITAL MARKETING AND ICT TECHNICIAN: JOB DESCRIPTION**

### **Salary**

Medway NJC scale C2

### **Line of responsibility**

The Digital Marketing and ICT technician will be directly responsible to the Network Manager

### **Job purpose**

The Digital Marketing and IT technician is responsible for:

- Digital Marketing for the trust and all schools within, updating and maintain the website, and social media platforms.
- Maintaining the Trusts databases such as Every, BlueSky, etc
- Assisting in the development, support, maintenance and security of all ICT systems within the Trust schools.
- All aspects of hardware and software, including installation, operation, security, upgrades, repair and replacement.
- Providing technical advice and assistance to support all staff and students across the Trust.
- Providing technical advice and assistance to support parents/carers with Trust schools digital services.
- Providing staff training as required.
- Ensuring that health and safety requirements and other relevant regulations are in place and adhered to.

### **Duties and responsibilities**

Main duties and responsibilities are indicated below. Other duties of an appropriate level and nature may also be required, as directed by the business manager and/or headteacher.

This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification at any time after consultation with the post holder.

### **Job specification**

#### **Operational**

- Shall manage identified areas of responsibility, specifically digital marketing and software maintenance, but can be any area as agreed with the Trust Network manager.
- Shall carry out special project work as directed.
- Shall establish and maintain good relationships with all students, parents/carers, colleagues and other professionals.

- Shall assist with the operation of the Trust schools information and communication networks, undertaking appropriate repairs as necessary.
- Shall assist with the effective development of the Trust schools information and communications networks including the website and social media platforms.
- Shall ensure that only approved and licensed software is purchased or used.
- Shall advise and assist her/his line manager and the senior leadership team on hardware and software matters within the Trust schools including any ICT developments, relevant bids and suppliers.
- Shall assist administrative staff with hardware and software operations as required by her/his line manager
- Shall ensure that staff and students have a satisfactory, robust, reliable and secure ICT environment, including backup schemes for the curriculum and administration ICT environments.
- Shall co-ordinate the installation and configuration of hardware and software including new releases, carry out testing and train staff and students.
- Shall assist in the monitoring of the performance of hardware, software and the network, identifying problems and resolving them, and advise her/his line manager of issues and potential improvements.
- Shall assist in providing live run scheduling and monitoring as required, including integrity checking for archive/backup data including data export for networks and other regular housekeeping and maintenance procedures.
- Shall identify problems and ensure their resolution, advising her/his line manager of issues, potential improvements and projected developments.
- Shall assist in ensuring security of work on the network by maintaining a regular programme of backing-up, including mirrored data, and setting and monitoring access levels of all users.
- Shall ensure the safe receipt and storage of hardware, software and consumables including any necessary unpacking and installation.
- Shall assist in maintaining accurate and up-to-date records of all ICT hardware and software on site including its signing out/in to staff, for example, laptops and digital projectors.
- Shall check and re-fit toner and cartridges and carry out periodic printer maintenance such as head cleaning and alignment.
- Shall co-ordinate the control of stock, including liaising with suppliers, maintaining records, and monitoring stock levels.
- Shall assist in maintaining a log of problems, changes and resolutions.
- Shall assist in monitoring and managing the use of the internet within the school and report issues to her/his line manager.

- Shall support the network by adding new members of the Trust school community and the archiving of user materials from school leavers before removal of their user accounts.
- Shall support the delivery of INSET programmes for staff and assemblies as required.
- Shall stay up to date with relevant DFE guidance to support the role of IT technician.

#### **Administrative**

- Shall ensure that all administrative duties, checks and documentation are completed to the required level of accuracy including returns and reports.
- Shall process, input and extract information from Trust school's database system/s as required.
- Shall collate information, statistics and prepare reports as required by her/his line manager, the headteacher and the governing board.

#### **General**

- Shall attend school events as required and provide associated technical support.
- Shall attend relevant meetings and training sessions.
- Shall keep abreast of developments and changes in the ICT field and communicate to staff as appropriate.

## ICT TECHNICIAN (SECONDARY): PERSON SPECIFICATION

Essential	Desirable	Evidence
<b>Qualifications and experience</b>		
<ul style="list-style-type: none"> <li>• Studied to a minimum standard of GCSE (grade A*–C) or equivalent, in English and mathematics.</li> <li>• ICT- related qualifications.</li> <li>• Experience of working within an ICT environment, diagnosing and solving problems (at least two years).</li> </ul>	<ul style="list-style-type: none"> <li>• Further education qualification relevant to the field.</li> <li>• Experience of working in a school or similar establishment.</li> <li>• Experience of Digital Marketing.</li> </ul>	Application form  Letter of application  References  Interviews  Certificate/s (to be available at interview)
<b>Knowledge and skills</b>		
<ul style="list-style-type: none"> <li>• Ability to build and form good relationships with colleagues and students.</li> <li>• Ability to work constructively as part of a team, understanding school roles and responsibilities including own.</li> <li>• Ability to absorb and understand a wide range of information.</li> <li>• Ability to improve own practice/knowledge through self-evaluation and learning from others.</li> <li>• Verbal and written communication skills appropriate to the need to communicate effectively with colleagues, students and other professionals.</li> <li>• Good standard of numeracy and literacy skills.</li> <li>• Good analytical and problem solving skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of relevant policies, procedures, codes of practice, and awareness of relevant legislation eg concerning licences.</li> </ul>	Application form  Letter of application  References  Interviews

<b>Essential</b>	<b>Desirable</b>	<b>Evidence</b>
<ul style="list-style-type: none"> <li>• Good working knowledge of a range of ICT software, hardware and other resources.</li> <li>• Understanding of networks, LAN, WAN and internet topologies, protocols and techniques together with proven technical background in desktop computers and peripherals.</li> <li>• Can proficiently use office computer software including word-processing, spreadsheet, database and internet systems.</li> <li>• Working knowledge of server operating systems and cloud services.</li> </ul>		
<b>Personal qualities</b>		
<ul style="list-style-type: none"> <li>• Initiative and ability to prioritise one's own work.</li> <li>• Able to follow direction and work in collaboration with line manager.</li> <li>• Able to work flexibly to meet deadlines and respond to unplanned situations.</li> <li>• Efficient and meticulous in organisation.</li> <li>• Desire to enhance and develop skills and knowledge through CPD.</li> <li>• Commitment to the highest standards of child protection.</li> <li>• Recognition of the importance of personal responsibility for health and safety.</li> <li>• Commitment to the Trust schools ethos, aims and its whole community.</li> </ul>		<p>Application form</p> <p>Letter of application</p> <p>References</p> <p>Interviews</p>