

FCJ Primary School

Job Description

Learning Enrichment & Marketing Assistant



Key Role

The Learning Enrichment & Marketing Assistant supports pupils' academic progress, creativity, and wellbeing, while also promoting the ethos, achievements, and community life of FCJ Primary School.

This is a varied and rewarding role combining direct learning and enrichment support for pupils with creative communication and marketing responsibilities. The postholder will work closely with teachers and leaders to enrich children's learning experiences, assist in supervision and school events, and showcase the vibrant life of the FCJ community through digital and print media.

1. Learning Enrichment and Classroom Support

Support for Pupils

- Support pupils' learning in class, small groups, and one-to-one under the direction of teaching staff.
- Encourage curiosity, engagement, and independence in pupils' learning.
- Contribute to enrichment sessions, themed days, and creative projects that extend classroom learning.
- Support pupils' emotional and social development, promoting positive behaviour and inclusion.
- Participate in play and creative activities that nurture teamwork and confidence.

Support for Teachers

- Help prepare, set up, and organise resources for learning and enrichment sessions.
- Provide general classroom and administrative support (photocopying, displays, record-keeping).
- Contribute ideas for engaging and innovative learning activities.
- Support small-group or intervention sessions as directed by the class teacher.

Supervision and Pupil Welfare

- Supervise pupils during playtimes, lunchtimes, trips, and school events, ensuring safety and wellbeing.
- Encourage positive play and inclusion.
- Provide first-line pastoral care and report any concerns in line with safeguarding procedures.

2. Marketing, Communications, and Promotion of the School

- Support the Headteacher and Leadership Team in implementing the school's marketing and communications strategy.
- Create engaging content for newsletters, social media, the school website, and printed materials to highlight pupil learning and school life.
- Capture photographs and video footage of events, following safeguarding and consent policies.
- Design and update marketing materials (e.g. posters, flyers, banners, prospectuses) using school branding.
- Assist in planning and promoting school events such as open days, charity activities, and community projects.

- Liaise with parents, partners, and local organisations to strengthen the school's visibility and community engagement.
- Gather feedback and monitor engagement to improve the school's promotional approach.
- Act as a positive ambassador for FCJ Primary School, demonstrating enthusiasm, professionalism, and creativity.

3. Professional Conduct and Development

- Participate in training and professional development opportunities related to both learning support and marketing.
- Maintain confidentiality and comply with safeguarding, data protection, and health and safety policies.
- Demonstrate flexibility, initiative, and teamwork to meet the evolving needs of pupils and the school.
- Uphold the school's mission, values, and inclusive ethos.
- Undertake any other reasonable duties as directed by the Headteacher.