

Media Leaders - Lead Learner

Main responsibilities

- To report on year group activities: participant perspective
- To take photographs at year group sporting events
- To support the promotion of academy events

Job description

- ✓ To identify relevant activities within lesson to report on in academy news
- ✓ To identify yourself as a media leader for the purpose of taking photographs in lessons
- ✓ To attend year group sporting activities to take photos
- ✓ To raise the profile of the Academy newsletter (bronze) and write news articles for the newsletter (silver/gold)
- ✓ To support the promotion of Academy events by contributing to advertising (bronze) and attending as official media personnel (silver/gold)

Person specification

- To have excellent communication skills, both face-to-face and written
- To have a very positive attitude to writing and communications
- To have a genuine interest in photography
- To be able to identify and capture newsworthy year group events and activities
- To be discreet and respectful of individual preferences when photographing students
- To provide work in a timely manner so that news is relevant and current

Bronze
Photograph
year group
activities

Silver
Support
Academy
promotions

Gold
Support
Academy
events

Appraisal

Your performance will be evaluated twice a year by meeting with the member of staff in charge of the leadership programme and evidence of your performance will be collated in to a media portfolio. Your portfolio will be used to inform your progression from bronze to silver.

Initiative and extra dedication

- Weekly email communication with Comms & Marketing Officer detailing media plans
- Sorting, editing and preparing work so that it is ready for publishing
- Training new media leaders that join the programme part-way through the year
- Supporting the media leader co-ordinator with additional tasks