

Corpus Christi Catholic Primary School

Marketing and Communications Policy

Designation	Name	Date Approved	Date of Renewal
Headteacher	Mrs Samantha Birchall	September 2022	September 2024
Chair of Governors	Mr Rob Reynolds	September 2022	September 2024

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Statement of intent

Corpus Christi is committed to developing a strong marketing presence in order to promote the school and consequently increase pupil intake. This policy details the different factors that the school will consider regarding marketing, as well as explains particular staff members' roles in order to implement a successful marketing strategy.

Through utilising a range of different platforms of communication, the school aims to build a strong relationship with the LA and wider community in order to develop a positive reputation for the school.

1. Legal framework

- 1.1. This policy has due regard to all relevant legislation, including but not limited to, the following:
 - The General Data Protection Regulation
 - Data Protection Act 2018
 - The Privacy and Electronic Communications Regulations 2003
- 1.2. This policy operates in conjunction with the following school policies:
 - Data Protection Policy
 - Social Media Policy

2. Roles and responsibilities

- 2.1. The headteacher is responsible for:
 - Appointing a marketing officer who has the appropriate skills and knowledge required to fulfil the role.
 - Approving all marketing and communications related proposals and materials.
 - Ensuring that this policy is consistently implemented by the school.
 - Ensuring that all staff members are aware of this policy.
 - Setting appropriate timescales within the marketing strategy.
 - Overseeing the overall implementation of this policy and the marketing strategy.
- 2.2. The marketing officer and Headteacher are responsible for:
 - Ensuring the communication of key messages and school values.
 - Ensuring all different platforms of communication are kept up-to-date with audience-appropriate material and are easily accessible by parents, the LA and the wider community.
 - Identifying the news value of pupil achievements and school events and promoting them accordingly.
 - Developing and managing networking and engagement programmes to enhance the school's relationship with parents, LAs and the wider community.
 - Ensuring the systematic collection and review of market information in order to help identify market trends, new opportunities and potential challenges.
 - Helping to shape school events which exemplify and communicate the school's values, such as prospective parents' evenings.

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- Advising on event planning with the aim of improving audience experience.
- Targeting relevant professionals who may issue children with education, health and care plans, such as education psychologists.
- Meeting the timescales set to complete marketing tasks.
- Identifying and targeting groups for parents with SEND.
- Working with the data protection officer (DPO) to ensure all marketing materials comply with the GDPR, and that consent is properly requested and recorded.
- Working with the local media to promote and enhance the reputation of the school.

3. Consent

- 3.1. The school will ensure its consent mechanisms meet the standards of the GDPR in accordance with the school's Data Protection Policy.
- 3.2. Consent will only be accepted by the school, where:
 - It has been positively indicated – consent will not be inferred from silence, inactivity or pre-ticked boxes.
 - It has been freely given, specific, informed and is an unambiguous indication of the individual's wishes.
- 3.3. Where the school requests consent for marketing purposes, the request will clearly outline and explain that consent can be withdrawn by the individual at any time.
- 3.4. The DPO will handle all requests to withdraw consent.
- 3.5. The School Office and DPO will ensure a record of consent is kept – the record will document how and when consent was given.
- 3.6. Consent requests will be sent to ensure images/videos of pupils can be used on the school's social media site and for promotional material, e.g. the school's prospectus.
- 3.7. Individual's consent will always be sought before any of the following marketing materials are sent:
 - Text messages
 - Emails
 - Faxes
 - Direct social media posts, e.g. 'tagging' individuals in status updates
 - Letters home

- 3.8. The school reserves the right to use any data, e.g. photos, that was processed before consent was withdrawn, as consent was given at the point of processing.
- 3.9. In line with 3.9, however, the school will take all reasonable measures to remove any data for which consent was provided before the consent was withdrawn, such as photos on social media.
- 3.10. Consent will be reviewed annually and, where necessary, requests will be sent to individuals to refresh their consent in line any processing changes.

4. Right to erasure

- 4.1. In accordance with the GDPR and the school's Data Protection Policy, all individuals have the right to request the deletion or removal of personal data where there is no compelling reason for its continued processing, e.g. where a parents' child has left the school.
- 4.2. In requests for consent, the marketing officer and DPO will ensure the reasons for processing are clear and not hidden away in a lengthy procedures or small print.
- 4.3. The school will, in its requests for consent, make it clear all individuals have the right to erasure in the following circumstances:
 - Where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed
 - When the individual withdraws their consent
 - When the individual objects to the processing and there is no overriding legitimate interest for continuing the processing
 - The personal data was unlawfully processed
 - The personal data is required to be erased in order to comply with a legal obligation
 - The personal data is processed in relation to the offer of information society services to a child

5. Right to object

- 5.1. In accordance with the GDPR and the school's Data Protection Policy, all individuals have the right to object to receiving direct marketing correspondence.
- 5.2. The school will make the individual's right to object clear when requesting consent.
- 5.3. Where an individual exercises their right to object, the school will stop processing personal data for direct marketing purposes as soon as the objection is received.

- 5.4. The school will not refuse an individual's objection regarding personal data that is being processed for direct marketing purposes.

6. School website and social media

- 6.1. All actions taken will be in accordance with the school's Whole-School Website Policy and Social Media Policy.
- 6.2. The marketing officer is responsible for creating and uploading the content of the school's website and any social media accounts.
- 6.3. The marketing officer, in collaboration with the e-safety officer, will ensure the school's social media accounts remain secure and that all content is vetted before being uploaded.
- 6.4. Images and videos of pupils will only be used on the school's social media accounts and websites where consent has been obtained in accordance with [section three](#) of this policy.
- 6.5. All school news, press releases and announcements will be regularly uploaded to the school website and, where necessary, sent to local news outlets.
- 6.6. It is statutory for the school website to include the following information:
- School contact details
 - Admission arrangements
 - The school's most recent Ofsted report
 - Exam and assessment results
 - Performance tables
 - Information regarding the curriculum
 - The school's Behavioural Policy
 - Pupil premium information and data
 - SEND report
 - Governors' information and duties
 - The school's Charging and Remissions Policy
 - The school's values and ethos
 - The school's complaints procedure
 - PE and sport premium information
 - Careers programme information
 - Equality objectives
 - Details on how to request paper copies of policies and procedures

- Information of how many Year 6 pupils have met the national curriculum requirements for swimming
- 6.7. The marketing officer will routinely monitor and review the use of school social media accounts, including Twitter.
 - 6.8. The school's social media presence will be continuously developed in order to achieve maximum optimisation.
 - 6.9. The school's E-prospectus will be available to view on the school website, as well as being widely advertised on the school's social media accounts.
 - 6.10. The school's website / newsletter will be updated on a weekly basis, in order to advertise school events and activities.
 - 6.11. The school's website and relevant social media accounts will be used to connect with the wider community, for example through advertising enrichment activities.

7. Marketing materials

- 7.1. The marketing officer is responsible for creating suitable marketing materials which fit the needs and wants of the school.
- 7.2. All marketing materials will receive approval from the headteacher prior to publication.
- 7.3. The governing board will set a marketing budget at the beginning of each academic year that the marketing officer must work within.
- 7.4. Marketing materials will be targeted at parents and LAs in particular.
- 7.5. The content of marketing resources will communicate the school's ethos and values.
- 7.6. All marketing plans will relate to the school's vision, as well as having a clear link to the local area and wider community.
- 7.7. The school's blog will be used to advertise the school, as well as keep parents up-to-date with school events and activities.
- 7.8. An annual school prospectus will be created by the marketing officer in collaboration with the governing board, which will thoroughly explain what the school has to offer, including SEND provision and specialist facilities.
- 7.9. Approval from the headteacher will be sought before the prospectus is published.
- 7.10. Marketing materials will clearly set out the school's admissions arrangements, including any all-inclusive offers or fixed pricing.
- 7.11. Specific materials will be created by the marketing officer with the aim of promoting the school in relation to further education institutes.

- 7.12. Parents will cease to receive marketing materials from the school six months after their youngest child has left the school – this is so that the school can let, upcoming governor elections, and other ways that they, or former pupils, may wish to remain involved with the school.

8. Direct marketing

- 8.1. The school defines direct marketing as:
“The communication of any advertising or marketing material which is directed to particular individuals.”
- 8.2. The school will only directly market to parents through written correspondence, such as email and letters home and only where explicit consent has been provided for the school to do so.
- 8.3. The school will actively promote and publicise its events through letters to parents, the school Twitter, local papers, newsletter and on social media.
- 8.4. Individuals will not receive any marketing materials until after the school has received their consent
- 8.5. The school will only directly market to parents of current and prospective pupils.
- 8.6. The school will not pass any personal data on to its suppliers or third-parties for marketing purposes without prior consent.
- 8.7. All marketing correspondence received from the school will solely pertain to school-run or school-assisted events and causes.

9. Community

- 9.1. The school will strive to achieve a strong standard of on-going communication with the wider community and will explain any future plans relating to developing and improving the levels of communication in the school's marketing strategy.
- 9.2. The school will under no circumstances discriminate against people from different backgrounds and will continuously aim to attract pupils of all upbringings and abilities.
- 9.3. The marketing officer will identify groups within the local community which the school could benefit from making links with.
- 9.4. The school's marketing strategy will highlight how the school proposes to attract pupils of all backgrounds and abilities, including those from all faiths or deprived and disadvantaged families.
- 9.5. The marketing officer is responsible for actively engaging the school with the wider community, for example, through collaborating activities and events with local organisations.

- 9.6. The school's marketing strategy will outline any on-going plans to engage with parents and young people, in order to increase local demand for the school through good community relations.
- 9.7. The marketing officer is in charge of planning community engagement activities, such as public meetings, leafleting, local advertising and collaborating with other schools.
- 9.8. The school's marketing strategy will explain how school activities include all groups of the local community, including the most deprived or otherwise disadvantaged.

10. Monitoring and review

- 10.1. This policy will be reviewed every two years by the marketing officer and the headteacher. Any changes to this policy will be communicated to all staff members and, where necessary, affected individuals.
- 10.2. The school's marketing strategy will be reviewed in accordance with the relevant timescales set for each task.
 - The impact and effectiveness of the marketing strategy will be monitored and measured using the relevant indicators.
 - The marketing strategy will be reviewed at least twice for each task.
- 10.3. The next scheduled review date for this policy is September 2024.

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