

**Job Title: Marketing Executive (Junior to mid weight level)**

**Reports to:** Head of Marketing and Admissions

**Purpose of the Role:**

- Work closely with the Head of Marketing and Admissions as well as other key staff, in particular the co-curricular areas of the College.
- Actively source news stories, blog items and photographic opportunities.
- Be responsible, in consultation with the Head of Marketing and Admissions, for the development and implementation of the digital marketing content.

**Key Responsibilities:**

In addition to the above:

Assist in managing the school website

- To assist in maintaining and developing the school website as required.
- Manage the school website via the CMS in creating content and imagery that is both engaging and storytelling.
- Use analytics tools to monitor conversion rates, analyse and improve user journeys and assess the effectiveness of marketing campaigns.

Social Media

- Optimise the School's presence on social media, working closely with key staff to collect high quality photography, video and written content and to actively source news stories for the website, social media and school magazine.
- Develop, maintain and review termly social media plan.
- Spend quality time each week around the school, capturing formal and informal events and the day-to-day life within the school.

Photography and Videography Management

- Develop and manage the school photo / video bank.
- Regularly update photography across the campus.

General Marketing

- Update, as required, College literature both for internal and external use.
- Proofread documents as required e.g. Headmaster's newsletters, calendars, admissions literature, website content etc.
- Source and order merchandise as required.
- Manage stock levels of merchandise as well as admissions literature.
- Liaise with external printers as required.
- Develop excellent working relationships with key members of staff e.g. Heads of Co-curricular areas, Housemasters and mistresses, Heads of Year and Heads of Academic Departments.
- Maintain listings and content on education and other online directories, ensuring all relevant information is updated promptly and accurately.
- Work with the School Marketing and Admissions Team on any other Marketing related activities as required. Keeping up to date on all matters, including whole school information, which relate to marketing the School.

- To work closely with the Admissions team to understand trends and provide reciprocal support at busy times, particularly with recruitment events such as open days.

Undertaking any other tasks and responsibilities reasonably requested by the Head of Admissions and Marketing.

**Person Specification, Skills and Qualifications:**

- Degree in Marketing, Digital Marketing or related.
- Demonstrable experience of managing digital channels, including developing and managing websites.
- The ability to analyse and manipulate data to inform content and strategy and present key information in a meaningful way.
- Excellent copywriting skills and a creative eye to produce high-quality, engaging content for a range of audiences.
- Work with accuracy and attention to detail, as well as excellent organisational skills and the ability to prioritise work effectively.
- A team player with a positive, cheerful attitude and a willingness to become involved in the life of the School and engage with a wide variety of people.
- Excellent IT skills, with experience of website content management systems and design/editing tools e.g. InDesign, Photoshop.
- Photography experience an advantage.
- Basic video editing experience, to produce clips for use on the School website and social media.
- Willingness to be flexible with working hours when necessary.

**Terms of the Position:**

This is a full-time position required throughout the year, with working hours from 8.30 am to 6.00 pm (with one hour unpaid for lunch) Monday to Friday with flexibility to work additional evening and weekend hours as required.

The post-holder will be entitled to 20 working days paid holiday plus public holidays and two days over the Christmas period when the College is closed. This entitlement will increase to 25 day after 5 years completed service. Holidays must be requested a minimum of two weeks in advance and must be taken at times convenient for the school.

A competitive salary will be offered in line with experience.