

**ROLE PROFILE**

**Post:**  Marketing Officer

**Responsible to:** Head of Marketing & Admissions

**General Description**

To work alongside the Head of Marketing & Admissions to manage the portfolio of Langley School brands, developing Langley’s marketing collateral on and offline, protector of the brand with a flair for internal communications and copywriting.

**Main Responsibilities - This job description indicates only the main duties and responsibilities of the post. It is not intended as an exhaustive list**

* Ownership and creation of school marketing collateral on and off-line for internal and external audiences
* Responsible for Langley’s content calendar – content generation and curation
* Work closely with the Head of Marketing & Admissions to develop the Langley School website and social media presence
* Responsible for internal communications and website updates, to include copywriting and media-rich content provision
* Work with the Head of Marketing & Admissions on the Langley brand and sub-brands to ensure brand ID, TOV and creative outputs are in line with the brand guidelines, whilst at the same time managing key stakeholders across the business
* Ownership of Langley’s merchandise for various events
* Taking phone enquiries, sending school information in the absence of the Admissions Officer

**Reporting & Communication**

* Good written and verbal communications, working across departments and all levels, including:
* Head of Marketing & Admissions
* Headmaster and SLT

**Health & Safety Duties – An awareness of safeguarding duties is a pre requisite**

* Aware of Health & Safety requirements as related to this role
* Aware of all safeguarding requirements and legislation

**Personal Qualities**

* A collaborative mind and a keen eye for excellent design
* Highly organised, able to successfully work to deadlines and tons of enthusiasm
* Attention to detail is essential
* The ability to juggle priorities and the willingness to go the extra mile to meet tight deadlines
* Proactive in regards to keeping up with local competition and the most up to date media channels
* Confident, assertive and dynamic with good negotiation, collaboration and influencing skills
* Motivated and enthusiastic, a self-starter with a passion for problem solving and a highly curious mind

**Qualifications and Experience**

* You must hold a degree or equivalent qualification, or substantial relevant experience that demonstrates your creative awesomeness
* Experience with design packages such as Photoshop, Illustrator, Adobe Creative Cloud, CSS and HTML an advantage
* SEO and PPC skills
* Copywriting experience is essential
* Minimum of 2 years on & off-line marketing experience
* Database management / CMS experience