

JOB DESCRIPTION

Job Title:	Marketing and Communications Officer
Salary:	£22,000 - £25,000 depending on experience
Reporting to:	Head of Marketing and Communications
Start:	ASAP
Hours:	40 hours Monday to Friday and including weekends and evenings as required as part of the school calendar of events.
Holidays:	28 days plus three days between Christmas and New Year
Benefits:	<ul style="list-style-type: none"> • Daily allowance to use in the school café during term time only. • Discount on school fees if applicable • Pension contributions

Dwight School London is part of an international group of schools with its head office in New York. Students come from over 40 countries around the world. Our commitment to the International Baccalaureate Programmes (IB) throughout the school ensures each child's personal development includes elements of leadership, initiative and service. Students are inspired and educated to make a positive difference to their school, to their communities and to the world.

We pride ourselves on the warm relationships between all members of our community. Could you make a difference at Dwight School?

We are now seeking a new member of the Community Relations Team (including admissions, events, marketing and communications and alumni relations) to take on responsibility for internal and external communications and publicity including the website, newsletters and social media. You will also support the Head of Marketing and Communications to ensure consistency of branding across the whole school.

As a new member of staff you will be required undergo a DBS check.

ROLE

- To research, prepare and publish external and internal marketing communications in print, on the website (including the Parent Portal) and in social media
- To keep the website up to date and functioning efficiently
- To arrange photography and video filming, and manage the archive of images
- To help promote consistency across the school in the quality and branding of communications
- To support the Marketing and Communications Manager in all other aspects of their job

RESPONSIBILITIES

Working with, and as directed by, the Head of Marketing and Communications:

- Produce and distribute of all Dwight's printed and electronic marketing materials (eg weekly newsletters, brochures, yearbooks, press releases and advertisements)
- Keep content on the website, including the Dwight Parent Portal up to date
- Gather, create and edit news stories for publication on the Dwight website, social media sites and other media
- Plan and direct photography and video filming as required; attend key school events to take photographs; and manage the school's photo library
- Organise the branding and publicity materials and promotional gifts used at external exhibitions and at school Open Days
- Monitor and update entries to online school guides
- Attend, and help to prepare for, key marketing events, including Open Days, working closely with the Admissions department and Events Manager as appropriate
- Work across the school to ensure accuracy, consistency of quality and branding, and compliance with copyright and data protection requirements in all communications, liaising as necessary with teachers and departments
- Monitor the effectiveness of marketing communications, eg via surveys, monitoring SEO and using data from Google Analytics to provide reports
- Support the school in providing an outstanding customer experience
- Assist in monitoring the marketing budget and liaise with suppliers/finance department regarding invoices
- Take an active part in the department (eg at staff meetings) and in the wider Dwight School London community (eg participating in events, activities and presentations)
- Keep abreast of developments in the International Baccalaureate programmes
- From time to time, carry out other duties as reasonably directed by the Head of School or Head of Marketing and Communications

PERSON SPECIFICATION

	Essential criteria	Desirable criteria
Skills & abilities	<ul style="list-style-type: none"> • Excellent written and oral communication skills* • Strong IT skills* • A good enough eye for graphic design to understand how it contributes to the school's brand, and to maintain the visual quality of the school's communications • Self-motivated and proactive, able to take on responsibility and work without close supervision • The ability to work to deadlines while maintaining attention to detail • Good interpersonal and team-working skills • Willingness to learn new skills 	Knowledge of <ul style="list-style-type: none"> • Adobe Suite • Microsoft Office especially Excel (and/or management information systems) • Market research
Experience	<ul style="list-style-type: none"> • Working across a range of marketing communications • Working in a customer-facing organisation • Digital technology (websites and social media) and how to combine it with more traditional means of communications 	<ul style="list-style-type: none"> • Experience of independent schools or education • Understanding/experience of the IB • Experience of maintaining a website
Qualifications	<ul style="list-style-type: none"> • Degree-level education; or equivalent experience in marketing and/or communications 	<ul style="list-style-type: none"> • Certificate/diploma in marketing, journalism or PR
Personal circumstances	<ul style="list-style-type: none"> • Highly presentable • Ability to work flexible hours including evenings and weekends. 	

- These will be tested at interview.