



ASHVILLE

HARROGATE

JOB DESCRIPTION

JOB TITLE	Marketing Assistant
DEPARTMENT	Marketing Department
REPORTING TO	Marketing Manager
SUPERVISORY RESPONSIBILITIES	None

SUMMARY OF JOB ROLE

To provide administrative support across the marketing function of the College, including the Development Office, Ashville Education and Ashville Trading.

MAIN DUTIES

1	Digital Media Manage the website and digital media on a day to day basis: Update the website adding photo galleries and newsletters Ensure the website diary section is kept up to date Producing the e-newsletter and sports newsletter Post to Twitter, Facebook and other social media
2	Newsletters Distribution of the e-newsletters Prepare the weekly sports report
3	Internal Events & Exhibitions Assist Marketing Manager to organise events and exhibitions: Complete mail merges and send out mailing to appropriate databases Distribute adverts Prepare PowerPoint presentations Prepare noticeboards and information packs

4	Press Releases Assist the Marketing Manager with PR and press releases: Identify stories for PR Liaise with PR agent to arrange photography, interviews etc Ensure press releases are distributed internally Keep the press cutting files up to date Populate the PR monitoring sheet on a weekly basis
5	Photography Take photos of school events (including accompanying school trips). Organise printing and distribution of photos Manage the storage of photos
6	Database Ensure the e-newsletter database is up to date and current
7	Publications Assist the Marketing Manager with the production of publications: Assist with the drafting of publications, including collection of quotes Assist with the design of publications Ensure distribution of publications Manage the stock levels of printing collateral
8	Sector Analysis Assist the Marketing Manager in monitoring the sector (including monitoring websites and publications from other schools)
9	Other tasks commensurate with the seniority of this role as requested by the Marketing Manager.
10	In line with our commitment to safeguarding, all members of staff have a duty of care towards Ashville College pupils and are expected to report any such concerns to the Designated Safeguarding Lead (DSL) or the Deputy DSL.
11	Work in a manner that promotes and protects one's own health and safety, as well as that of other staff, pupils and visitors.

SKILLS AND QUALIFICATIONS REQUIRED

Computer literate, competent with Microsoft Excel, Word, Outlook and PowerPoint.
Experience with Photoshop or Indesign would be desirable, but not essential.
Good telephone manner.
Excellent interpersonal skills and a diplomatic manner.
Flexible approach as the role is very varied.
Self- motivated with the ability to prioritise and work under pressure.
The ability to work both independently and part of a team.
An understanding and empathy for Independent Education.
Driving Licence would be desirable.

SPECIALIST TRAINING REQUIRED

Campaign monitor, text messaging service and in the CMS for the website.

PREPARED BY	Bursar
DATE	May 2017
AUTHORISED BY	Headmaster
TO BE REVIEWED	May 2019