



Fettes College

DIGITAL COMMUNICATIONS ADMINISTRATOR (MARKETING)



THE ROLE

An opportunity has arisen for a motivated, enthusiastic, social media literate and technically minded individual to join Fettes as a Digital Communications Administrator. This varied and fast-paced role requires a strong understanding of social media, superb technological skills, excellent time management, a collaborative approach and creative flair. The role will combine the technological capabilities of a digital communicator and the creative understanding of a marketing administrator.

Working directly with the Director of Marketing and Marketing Manager the successful candidate will be focused on marketing/communicating to prospective families and be responsible for:

Website

- Monitor, evaluate, upload content and maintain the current website as well as uploading content for the new Fettes website (due to launch in January 2019)
- Assume responsibility for the day to day management of the website and developing a full working knowledge of its CMS
- Assist the Marketing Department to work with staff to obtain and/or create relevant news articles and/or video footage from every department and ensure an ongoing website presence from each one; post these articles to the website and distribute on social media as appropriate
- Termly e-newsletters to all prospective families (created through the website)
- Involvement in website strategy discussions and on-line marketing campaigns

Social Media

- Content creation and posting on the official Facebook, Twitter & Flickr pages in line with the department's social media strategy
- Monitor & evaluate all social media outlets on a monthly basis to ensure best practice, frequency and quality
- Understand the promote the Fettes 'brand' in all importance of branding in all digital communications
- Monitor the 30+ additional twitter accounts (but content creation not required)

Photography

- Liaise with the School Photographer to co-ordinate event attendance; monitor photographs to remove images contravening the 'No photo' parental agreement; upload all images to the Photo library and a selection to Flickr;
- GDPR training will be provided to ensure that all images stored are done so in accordance with GDPR

Additional Responsibilities

- Support the Director of Marketing & Marketing Manager with administrative duties as required
- Assist with the content creation, copywriting and photo selection of tour and departmental brochures as required

PERSON SPECIFICATION

Experience

- Client-focused with an appreciation of the importance of communicating the right message to the right audience to market the brand
- Excellent copy-writing and proof-reading skills
- Ability to work independently and work well with colleagues
- Excellent organisational and planning skills with strong attention to detail
- Motivated and have the ability to take the initiative to manage tasks
- Excellent inter-personal skills
- IT literate across a broad range of common Microsoft applications, experience in the use of databases, content management systems and managing online social media sites including Facebook, Twitter & Flickr as a minimum

Personal Qualities

- Enthusiastic and approachable
- Willingness to apply oneself to all manner of challenges
- Confident, friendly and diplomatic
- Smart and professional in presentation

BENEFITS

The remuneration package will be competitive and will, to an extent, depend on the experience of the successful candidate. You will be entitled to 30 days' holiday during the School Year (September to August) plus 8 designated Public Holidays providing they fall outside of term time. Holidays will therefore ordinarily be taken outside term time and only during the term by exception and by prior agreement with the Director of Marketing & PR.

You will be opted in to the Fettes Trust Non-Teaching Staff Pension Scheme after 3 months service. This scheme is a money purchase one and full details of it and your options will be made available to you prior to your opt-in date. The Fettes Trust will contribute to the scheme and your contribution will be subject to the minimum overall combined employer and employee contribution limits set by the Pensions Regulator. Further details will be outlined in the contract of employment.

Lunchtime meals may be taken in the Dining Hall free of charge during term time and when catering is provided and at other times, when catering is provided and you are on duty. Parking is free of charge within the campus grounds.

The hours of work are 8.30am – 5pm Monday to Friday, with one hour for lunch or other such hours as agreed.

New staff at Fettes join a friendly and supportive team with a vibrant mixture of age and experience. We value every member of staff's contribution to the life of the School.

APPLICATION PROCESS

To apply please submit your CV and a covering letter outlining your suitability for the role via email to: recruitment@fettes.com

If you would like further information prior to applying for this role, please contact Mrs Gemma Gray, Director of Marketing & PR on 0131 311 6708.

An offer of employment will be subject to two satisfactory references being obtained from your referees and a clean report being obtained on you from the Disclosure Scotland PVG Scheme in view of the contact you will have with children during your normal duties.

Closing date for applications is Wednesday 25 April 2018. Interviews will take place during week commencing 30 April 2018.



ABOUT FETTES

Fettes College is a leading HMC co-educational boarding and day school close to the heart of Edinburgh. It has a strong tradition of academic, sporting and cultural excellence underpinned by outstanding pastoral care. Fettes opened its doors in 1870 and became fully co-educational in 1980: it is now an Independent school of some 760 boys and girls. There are 550 pupils in the Senior School (13-18 years), of whom 75% are boarders, and 210 pupils in the Preparatory School (7-13 years). The academic staff in the College consists of the Headmaster and 80 full-time members of the Common Room. Our Prep School shares the same site and consists of a further 25 full-time teaching staff.

Fettes College stands on a magnificent site of approximately 100 acres, but still within walking distance of Edinburgh's city centre. The historic main building holds the Chapel, Library, the English, Classics and History Departments as well as the Medical Centre and two boarding houses. There are seven further boarding houses (including a purpose-built U6th House), and a large newly built teaching block (the Spens Building), which houses Art, Modern Languages, Mathematics, Economics, Geography, and Music. There is a large Theatre space (our Concert Hall) as well as a smaller studio theatre. Our sports facilities (including extensive playing fields, two all-weather pitches and a private Health Club) are excellent.

As well as our teaching staff, we employ over 220 Non-Teaching Staff across the many departments, including; Estates, Security, Housekeeping, Accounts, Admissions and Marketing with a pervading sense of community amongst staff, pupils and parents alike.

THE AIMS OF THE COLLEGE

Fettes College aims to nurture the individual while fostering a happy, well-ordered and caring community with strong family values at its core.

To this end, we will do our utmost to ensure our students:

- Receive the highest possible quality of education within a boarding environment
- Feel safe, valued, have a sense of personal worth and are thoughtful and considerate of the needs of others, possessing a willingness to take on responsibility
- Develop their self-confidence, integrity, emotional resilience, loyalty, good manners and humour, leadership skills and team-work
- Value a sense of community and service, and develop a clear sense of right and wrong, equipping them for life beyond Fettes
- Are provided with equal opportunities regardless of gender, sexuality, ethnic origin or religion
- Are encouraged to stretch and challenge themselves in everything they undertake