

Marketing Assistant Job Description

Post Title: Marketing Assistant

Reporting To: Director of Marketing

Summary of the Role

To assist the Director of Marketing in all aspects of their job, supporting the delivery of the strategic marketing plan and proactively contributing to it.

To collaborate with departments across the College to ensure effective communication and promotion of the school to stakeholders.

To act as first point of contact for the College's alumni (former pupils) and to assist the Director of Marketing in developing and executing the alumni marketing strategy and to maintain the alumni database.

To be a key member of the planning committee for the College's 100 year anniversary celebrations in 2020.

Key Duties and Responsibilities

General Marketing

- Assist in developing and executing initiatives for the marketing of the College and subsidiaries including admissions, venue hire and external events
- Assist with preparations for key marketing events including Open Days, exhibitions and corporate events
- Assist with the creation and editing of media releases for publication
- Assist with the production of printed materials including prospectuses, leaflets, booklets and event literature
- Assist with the social media promotion of College activities and contribute to an evolving digital marketing strategy
- As required, provide marketing support for the alumni (former pupils) group's activities and events
- In the absence of the Director of Marketing, act as the first port of call for internal and external marketing and press enquiries
- To conduct tours of College for visitors and event guests as appropriate
- To liaise with photographers, videographers and journalists and internal College departments to prepare for promotional activities as required
- Assist in updating the Rendcomb College websites
- Assist the Director of Marketing in ensuring the College Brand Guidelines are adhered to across the College and to provide assistance to colleagues when required
- Work closely with Admissions Team to provide support for admissions activities including events and mailshots
- Develop and execute the alumni marketing strategy
- Work closely with internal and external stakeholders to plan and develop activities for the College to celebrate its 100 year anniversary in 2020

Additional Duties

Any other reasonable duties required by the Director of Marketing

Person Specification*Essential*

- Excellent written and oral communication skills
- Confident and polite telephone manner
- Excellent interpersonal skills with a diverse range of clients
- Excellent organisational skills
- Professional attitude and approach to working at all times
- Ability to multi-task and adapt to changing priorities
- Bias for action
- Manage a multi-disciplinary workload across all aspects of the marketing mix
- Proofread accurately with excellent attention to detail
- Be a proactive team player
- Be confident in the use of IT packages and databases and demonstrate the aptitude required to learn to use new IT programmes
- Stay calm under pressure and work to deadlines
- Be an outstanding ambassador for the College

Desirable:

- Experience or an understanding of working in schools, preferably in the independent sector
- Educated to degree level or have a relevant marketing qualification or industry experience
- Knowledge of Adobe Photoshop and InDesign
- Knowledge of Customer Relationship Management (CRM) and Content Management Systems (CMS)
- Understanding and experience of social media platforms

Outline Salary and Conditions

A competitive salary will be offered, up to £22K per annum, in accordance with experience and qualifications. Rendcomb College has its own salary structure. All staff are automatically enrolled into the School's contributory pension plan. Rendcomb College complies with standard employment legislation with regard to retirement.

Other Benefits

Rendcomb will provide staff with lunch during term time and for most days during school holidays. This is free of charge, as is an evening meal should you request it when you have a school commitment. Use of the College facilities, including gym is welcome out of school hours.

Hours of Work

This post is all year round, Monday to Friday, 8.30am to 5.00pm with 1 hour unpaid for lunch. During the school holidays, the hours of work are 9am to 4pm with 30 minutes unpaid for lunch.

There may be some evening and weekend commitments that the post holder will be required to attend, which can be taken as time in lieu as agreed by the Director of Marketing.

Holiday Entitlement

25 days per year taken as agreed by the Director of Marketing plus Bank Holidays.

Training

Suitable training, in-house or external, will be provided for the successful candidate where areas of knowledge/skills require development.