



Mill Hill Schools

Job Description

Job Title:	Marketing Assistant (Mill Hill and Mill Hill International)
Contract Type:	Permanent, Full Time, Full Year
Reporting To:	Head of Marketing
Salary:	£20,000-£25,000 depending on experience
Hours:	40 hours per week, although flexibility in working arrangements will be required
Holidays:	25 days annual leave plus statutory bank holidays
Pension:	Contributory stakeholder pension scheme

Purpose of Post

Working under the direction of a Head of Marketing to help deliver the Marketing and Communications Strategy. This role will involve working closely with multiple stakeholders in particular; the Admissions Team and Teaching staff.

To develop a distinct brand presence for the schools through all relevant marketing channels. To ensure all content is correct and up to date and that it is advanced as both an informational news service and a marketing tool that promotes the school to its wider audience.

Main Duties and Responsibilities

Website:

- To work with the Head of Marketing, and other interested parties, in maintaining and developing the website
- Daily, to monitor and update information displayed on the website liaising with teaching staff and other departments where necessary
- Be the key point of contact for our external web developer
- Briefs colleagues about content marketing, social media engagement and user online behaviour
- To drive traffic to the website through appropriate initiatives
- Encouraging contributions of news from staff and pupils
- Assessing the information structure and presentation of information on the website to ensure that it is as impressive as it can be
- Checking the functionality of the website to ensure that it is navigable
- Maintaining an overview of all four Foundation Schools' web pages, and of the pages which relate to the Development and Enterprise Departments and any other sub-sites which may evolve in time
- To create digital reports eg using Google Analytics to enable the Head of Marketing to assess how effective the website is as a marketing tool and presenting this information at meetings of the Marketing and Admissions Teams
- Content creator, proofreading and editing articles and publications
- Editing of photographs using Photoshop



- Managing all digital assets (photographs) to facilitate access and archiving
- Looking at the content of the information on the website with a view to maximizing Search Engine Optimisation (SEO)
- Updating educational websites where information for our schools are held e.g. Good Schools' Guide, Gabbitas
- Sending news to key electronic commercial and educational websites as appropriate
- Periodically, or as required, developing the design and functionality of current or new websites

Social Media:

- Support the Head of Marketing in the roll out of channels across the schools
- Creating the content for the relevant channels
- Planning weekly schedules of postings on different platforms, e.g. Facebook, Twitter, Instagram and LinkedIn for each school and support Summer school when required
- Monitoring the existing platforms and making approved responses as required
- Following educational specialists on social media to look for opportunities on to contribute to discussions online and build relationships with them
- Ensure that content from the Development and Enterprise Departments are included

Other:

- Assists in creating promotional materials, including prospectus, magazines, digital advertising, offline advertising etc.
- Support the team in delivering key events
- Manage the content for Internal digital screens working closely with the office teams
- Create survey's as and when required to gain insights
- Assist the Head of Marketing in creating a view of the Parent Communication Cycle to enable us to make improvements to parent communications (for both new and existing)

General

- Regularly review other schools activity and changes in the schools market
- Create marketing reports
- Ensure compliance of all school administrative processes and procedures for ISI inspections
- Appreciate and support the role of other professionals, and establish constructive relationships and communicate with other organisations and individuals as required.
- Participate in training and development activities and programmes,
- Attend, participate and take minutes in meetings as required
- Comply with, and assist with the development of policies and procedures, and report all concerns to an appropriate person, in respect of:
 - Child protection
 - Health, safety and security
 - Confidentiality, and
 - Data Protection
- Perform any other duties as requested by the Head of Marketing as commensurate with the post
- This job description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder



Person Specification

Qualifications and Skills

Desirable

- Educated to Honours degree or equivalent professional qualification
- Digital Marketing qualification

Experience and Knowledge

Essential

- Excellent verbal and written communication skills, and strong stakeholder management skills
- Strong organisational and planning skills
- Excellent time management skills and ability to multi-task and prioritize work
- Experience of working in a fast-paced environment
- Attention to detail and problem solving skills
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook) database packages and internet systems.
- A proven interest in digital channels
- Knowledge of existing and emerging web tools and social media platforms

Desirable

- Good knowledge of CMS, HTML and CSS

Abilities, Skills and Attributes

- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries
- Be able to manage and lead as well as work as a member of a team.
- Demonstrate attributes of discretion, tact and diplomacy.
- Show initiative, drive and commitment to ongoing improvement.
- Be articulate and presentable.
- Be creative problem-solver with the ability to think ahead.
- Have good negotiation skills.
- Excellent administrative and organisational skills; with good attention to detail and the ability to use initiative and prioritise workload.
- Demonstrate a co-operative, reliable, customer responsive with a “can do” attitude with good communication skills both on the telephone and in person that allows effective communication at all levels of the school.
- Demonstrate an aptitude and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges.
- Be able to work under pressure and meet deadlines whilst producing work that is accurate.

Further details can be obtained by emailing hr@millhill.org.uk

Please completed our Application Form which can be downloaded on Application Form and email it to hr@millhill.org.uk