



Job Description

Marketing & Events Assistant

The Pointer School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Marketing & Events Assistant

Summary of the role	The post holder will assist with the administration of marketing and key school events
Working Hours	08:30 – 16:30
Working Days	Monday to Friday, during term time only. INSET days are normal working days.
Line Manager	Business Manager
Salary	£20-22k (pro rata for part-time), depending on experience and qualifications.

Main Duties and Responsibilities

- Developing marketing materials, such as website copy, social media posts, and email newsletters.
- Helping to plan, execute, and track marketing campaigns
- Managing social media accounts, creating content, and engaging with followers.
- Tracking and analysing campaign performance, providing insights to the marketing team.
- Posting on internal channels
- Managing databases, handling correspondence, scheduling, and preparing reports.
- Working with our external marketing agency
- Handling event paperwork, maintaining records (bookings, expenses, etc.), preparing reports, and managing correspondence.
- Providing assistance during event setup, execution, and breakdown, ensuring a positive experience for attendees.
- Liaising with various stakeholders (parents, staff, vendors), communicating event details, and coordinating tasks.
- Assisting with event budgeting, tracking expenses, and processing payments.

You may also be required to undertake such other comparable duties as the Head requires from time to time.