



MAGDALEN COLLEGE SCHOOL

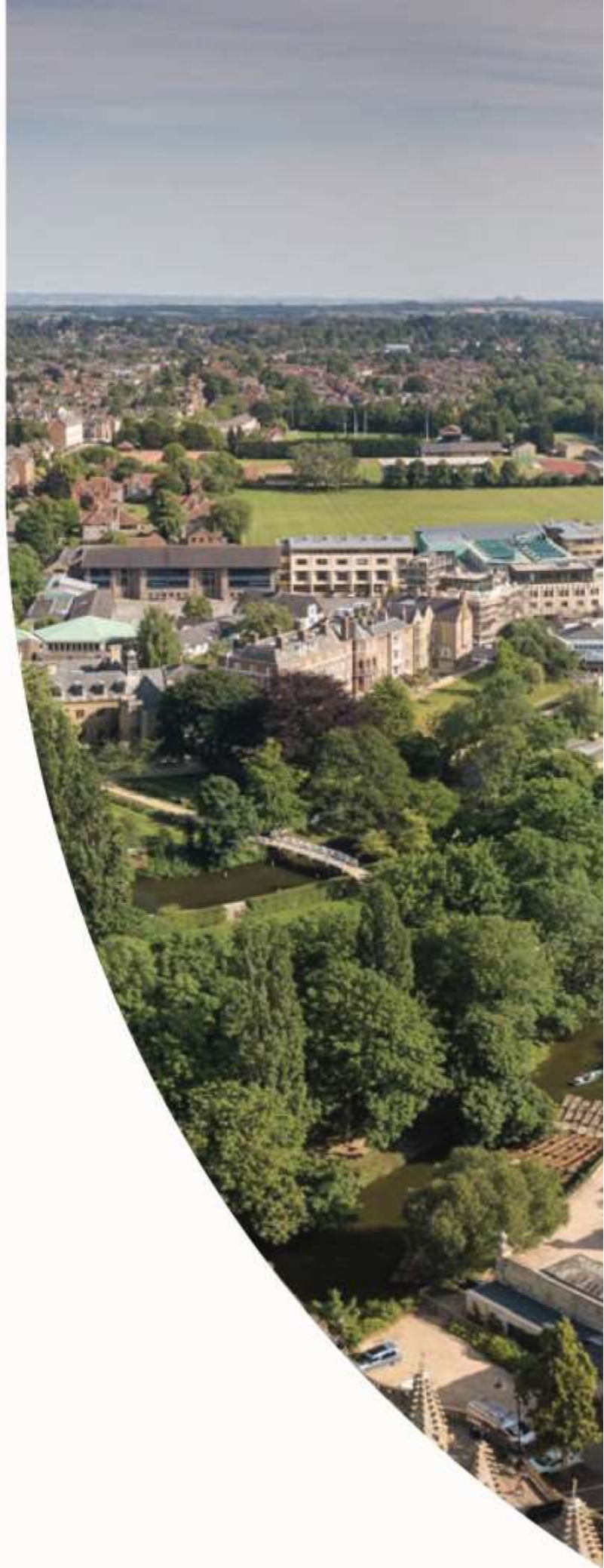
INDEPENDENT DAY SCHOOL
BOYS 7-18 & SIXTH FORM GIRLS

Information Pack

Marketing Officer

Closing Date: Midday, Friday
October 9th

Interview Date Thursday
October 15th



Introduction from the Master, Helen Pike

Magdalen College School is a remarkable place. We are now well into our sixth century, and our former pupils include scholars, war heroes, musicians, Olympians, two Nobel Prize laureates, a Hollywood film director, and a saint. Our success in public examinations, in securing places at top universities, and in an astonishing array of extra-curricular pursuits ensures that we continue this proud tradition. We do so by nurturing the individual potential of each of our pupils, and above all we believe that learning is as fun as it is fulfilling.

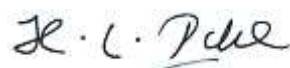


William of Waynflete founded Magdalen College School in 1480: schoolmaster, bishop of Winchester and Lord Chancellor of England. Being of humble origins, Waynflete was determined that others of ability should be given the opportunity to learn, to serve and to prosper as he did. And so MCS offers a transformative education in our global university city, the community to which we contribute.

We attract and retain the best staff and MCS is a stimulating, welcoming and thriving environment in which both to learn and to work.

A lot happens at MCS. The various sections of our website (www.mcsoxford.org) including the recent [News](#) will give you an impression of our school.

Thank you for your interest.





Marketing Officer

General Information

The School

Magdalen College School, founded in 1480 by William of Waynflete, is one of the country's leading independent day schools. It is situated in an enviable location at the heart of Oxford beside the River Cherwell.

The Role

The School is seeking to appoint a Marketing Officer. This is a part-time appointment, reporting to the Marketing & Communications Director, and will play a crucial role in helping to promote Magdalen College School to current and prospective parents and students, prospective staff, feeder schools, the local community and the wider public to encourage engagement with the school.



The successful applicant will support the Marketing & Communications Director in all aspects of promoting and advertising Magdalen College School. With digital advertising, video marketing and social media engagement core to the work of the Marketing team, he/ she will take an active role in creating, monitoring and reporting on a wide range of digital promotional activities for the school.

He/she will work alongside, and closely with, the Admissions team and will also support the team during seasonal peaks. The Admissions team will likewise support marketing activity at busy times.



The tasks and responsibilities are as detailed below. This list is not exhaustive and there may, within reason, be additional items, which the candidate will be asked to undertake.

The key duties of the Marketing Officer will be:

- Maintaining the school website, ensuring information is always up to date, writing News stories and producing content to maximise SEO
- Assisting the Marketing & Communications Director in using Google Analytics to monitor conversion rates, analyse and improve user journeys and assess the effectiveness of digital marketing campaigns
- Managing the school's extensive image and video library, including the acquisition of new photography and video across all areas of the school.
- Maintaining the School's social media accounts, including Facebook, Twitter, Instagram and LinkedIn and assisting the Marketing & Communications Director in growing these platforms
- Shooting and editing video content for use on the school website and social media
- Assisting the Marketing & Communications Director with production of the School's literature including Prospectuses, Admissions Information, Open Day programmes, Newsletters, Sixth Form Curriculum booklet, Extra-Curricular Activities Booklet and help with Views from the Bridge
- Assisting the Marketing & Communications Director with writing effective and engaging press releases and liaising with local and national media to increase awareness of MCS
- Identifying print and digital advertising opportunities, and managing the schedule of booked adverts to ensure assets are supplied on time
- Maintaining the school's press cuttings portfolio via Coverage Book software
- Ensuring that brand consistency is maintained throughout all marketing activity in ethos, style and content
- Researching and developing new opportunities, strategies and media for marketing the School and, also, identification of new promotional opportunities.
- Assisting the Admissions team with Open Events, supplying them with promotional materials and providing additional support during busy times

The Candidate

The successful candidate will ideally have demonstrable experience in a similar role and any experience gained within an educational environment will be highly desirable, but this is not essential. Accuracy and thorough attention to detail, as well as first-rate organisational skills are paramount. Proficient use of Microsoft programmes is expected, including Word, Outlook and Excel.



The ideal candidate will have a good standard of general education and a high level of written and oral communication. We are looking for a team player with a positive, cheerful attitude and a willingness to become involved in the life of the school. Given that the range of tasks is wide and varies throughout the school year, a flexible approach to work is required.

Skills required:

- A minimum of two years' experience in a Marketing role, with particular consideration given to candidates with experience in a Digital Marketing role
- Experience of WordPress or an equivalent content management system; particularly, adding and updating pages, writing content to maximise SEO and managing web assets by maintaining appropriate metadata and Alt text
- Basic video editing experience, particularly the ability to trim, stitch and overlay video with audio files, producing clips for use on the school website and social media
- Strong project management skills, including the ability to manage multiple projects on deadline and within budget
- An ability to communicate effectively both orally and in writing
- Strong people skills (all ages)
- A keen awareness of branding, image and style

Desirable but not essential:

- Experience of using web analytics tools, such as Google Analytics
- Knowledge of the Adobe suite, particularly Adobe Photoshop and InDesign
- Photographic skills and an interest in photography
- Experience using digital advertising platforms such as Google Ad Manager

Remuneration and other benefits

This is a permanent, part-time post (not term time only). There is flexibility in number of days and precise working hours, to be discussed with the Marketing & Communications Director.

The salary will be commensurate with the experience and qualifications of the successful candidate.

There is a wide range of benefits on offer to staff, including Private Health Insurance, Pension Scheme, Fee remission, free lunch, Cycle to Work Scheme and complimentary use of school sports facilities. Head to mcsoxford.org/vacancies to find out more.

Please note that MCS is an inner-city school, with very limited parking. Staff are encouraged to use public transport wherever possible for their journey to work.

Safeguarding Policy

Magdalen College School is committed to the safeguarding of pupils, and any offer of employment will be subject to an enhanced DBS disclosure, the receipt of satisfactory references, the school's pre-employment medical questionnaire, plus sight of relevant original ID documentation and degree certificate(s).



Application Process

Candidates should submit the Application Form for Support Staff, which can be found on the Job Vacancy link of the website (www.mcsoxford.org). To access [Click here](#). This should be emailed together with a cv and covering letter of application to the Recruitment Officer, Mrs Sarah Hunter, (applications@mcsoxford.org). All documentation should be sent no later than



Friday October 9th at noon. The school's preferred method of communication is by email and it will not be necessary to send a hard copy of the documents by post.

References may be taken up in advance. If you do not wish references to be called for at this stage, please make that clear on the reference section of the application form.

We anticipate holding interviews on Thursday October 15th and we will be in contact with shortlisted candidates by telephone.

Additional Information

If you have any questions or require additional information, please contact the HR office: 01865 253401.

Michaelmas 2020