

Job Description for Marketing & Communications Executive

Post: Marketing & Communications Executive

Line Manager: Marketing & Communications Manager

Start date: ASAP

Outline of Department

The Marketing & Communications team reports into the Director of Marketing, Admissions and Communications. The team is responsible for developing brand content, storytelling and parent communication that supports and drives our brand values and core attributes across all aspects of the school, showcasing all we have to offer and ensuring reputational management as well.

The wider Marketing, Admissions and Communications team is going through an exciting time of growth with two new hires and flagship projects currently underway.

Purpose of Job

The Marketing & Communications Executive will work on a wide scope of content to show case all the school offers, including drafting comms, social posting, editing comms from performance or pastoral departments, reviewing social metrics, developing press releases, photographing a range of activities or writing our weekly newsletter. This is a core role in the team, with the opportunity to work closely with senior marketing and comms professionals, develop skills and collectively ensure that the breadth of the school's offering, its pastoral care, sports and progressive teaching is reflected in our comms, parent experience, social activity and marketing.

Duties and Responsibilities

Publications & Content Support:

- Assist in collating, proofing, and coordinating content for publications.
- Organise and coordinate event photography/videography with external suppliers.
- Attend school events and activities to capture high-quality photos, videos, and written content.
- Create engaging multimedia content for various platforms, including social media, newsletters, and the school website.
- Support the development of storytelling content that reflects the school's ethos, values, and achievements.

Social Media & Website Support:

- Help manage social media content planning, posting, and engagement.
- Support the development of digital advertising campaigns and monitoring campaign performance.
- Support website updates and ensure content is regularly refreshed.

Routine & Ad Hoc Communications:

- Compile and distribute regular email newsletters to parents, ensuring accuracy and relevance of content.
- Help draft customer messaging for various platforms.
- Monitor engagement metrics to refine and improve future communications
- Create and manage assets displayed on the school's digital signage (Trilby TV).

Brand & Asset Management:

- Adhere to the school's brand guidelines and brand style guide to ensure consistency across all marketing and communications.
- Maintain the School photo, video, and digital asset library ensuring GDPR compliance and accessibility for others to use.

Market Research & Administrative Support:

- Assist with research to support strategic decision-making.
- Provide general support to the marketing and communications team as needed.
- Provide administrative support as required, including arranging external photography and videography support for events as required.
- Conduct competitive analysis and reviews to feed into the work of the team.

Other

- Undertake any reasonable duties requested by the Director of Marketing, Admissions and Communications or the Marketing and Comms Managers required to meet the needs of the School.
- Some attendance at and promotion of the School's Open Days, assessment, interview days, school visits and other marketing/recruitment events including pre- and post-event work events.
- BGS Portal (MSP) – update/maintain the BGS Portal ensuring information is current and available to relevant audiences (staff/parent/pupil) in partnership with IT.
- Any other task or activity as reasonably requested by management.
- Conforming to the School's Code of Conduct.
- Adherence to the School's safeguarding procedures.

This job description is not necessarily a comprehensive definition of the post. It may be subject to modification or amendment at any time after consultation with the holder of the post.

Candidate Specification

There are certain **essential criteria** that we would expect a candidate to possess.

Strong writing and editing skills, across long and short copy formats.
Understanding of different audience segmentations and how to connect with them on social and across marketing
Experience of working across social platforms and supporting messaging pillars with posts
Previous demonstratable experience of working in an energetic fast-paced environment and to tight deadlines
A well organised and resourceful approach to their work and have the ability to meet deadlines

The following list outlines the further qualities, skills and experiences that the selection panel will be keen to explore with candidates. It is understood by the panel and – we hope – by prospective candidates, that no single person will fulfil every criterion. We encourage candidates who do not “tick every box”, therefore, to apply nonetheless and to be open during the selection process about those areas in which they would wish to develop their skills and experience further.

Ability to multi-task and manage your own priorities and workload
A self-starter who is motivated and shows initiative
A sense of humour and an optimistic, resilient style when faced with pressure
The ability to develop good working relationships with all members of the School community
Excellent knowledge of Word, CRM systems
Commitment to the ethos and holistic education provided by BGS and to the maintenance of BGS as a leading independent school
An enthusiastic and approachable nature
Be able to communicate well with children and young people and in particular be prepared to demonstrate: <ul style="list-style-type: none">• Motivation to work with children and young people• Ability to form and maintain appropriate relationships and personal boundaries with children and young people• Emotional resilience in working with any challenging behaviour• Professional attitudes to use of authority and maintaining discipline• Understanding of safeguarding and promoting the welfare of young people

Hours and Benefits

Working hours	Our standard working day is Monday to Friday, 8.00am to 4.30pm with half an hour for lunch (40 hours per week). Some flexibility on the start and end time can be discussed.
Salary	The salary banding is £25,800 to £29,000 per annum, dependent on relevant experience and technical expertise.
Pension	The School will automatically enrol support staff into a “Defined Contribution” pension scheme provided they meet certain eligibility criteria. Those choosing not to be a member of the Scheme may opt-out in accordance with the rules of the Scheme.
Holidays	Paid holiday entitlement is 20 working days per annum, in addition to Bank Holidays pro-rata. Increasing to 22 working days per annum after 2 years’ service and then increasing by one

working day per additional years' service until it reaches a maximum of 25 working days. Holidays are not normally taken during term time.

Lunch School lunch is provided during term time.

Education At present the School's policy is to allow all eligible members of staff to educate their children at the school at concessionary rates, subject to their children meeting the academic entry requirements and subject to a place being available.

Car Parking No car parking is provided during term time.

Equal Opportunities

The School is an equal opportunities employer and is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage / civil partnerships. We are committed to increasing the diversity of our staff body and particularly welcome applicants from minority groups who are currently under-represented in our staffing community.

Application details

To apply please visit our website, [employment opportunities section](#). On the role specific page there is an 'Apply now' button which will take you into the online application process.

The closing date for applications is Monday 21 April.

Interviews are currently planned for Tuesday 29 April.

Bristol Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. In accordance with our Child Protection Policy we are unable to process applications without a fully completed application form. The post is exempt from the Rehabilitation of Offenders Act 1974. All convictions, cautions and bind-overs, including those regarded as 'spent' must be declared when applying. The applicant may post such a declaration in an envelope marked 'Private & confidential for the Headmaster' which will only be opened should the candidate be shortlisted. The successful applicant must obtain List 99 clearance and DBS (Disclosure and Barring Service) clearance at enhanced level.