**Role title: Community and Marketing Assistant Manager**

**Reports to: Bursar and Senior Administration Manager**

**Role Purpose:** To support the schools ambition to grow, improve and offer excellent services to our local community.

This role has responsibility for marketing, PR and Branding for the whole school, prospectus, website editing, editing films and videos, maintaining and disseminating the Brand and demonstrating to the community a strong Ethos for Pride, Happiness and Ambition.

The successful candidate will also have responsibility for income generation, from grants, sponsorship and effective management of school facilities for community use.

Key Responsibilities:

1) Act as the main contact for all marketing, branding and promotional enquiries

2) Act as the main point of contact for all new enquiries for the community businesses to maximise income generation through high quality customer service

3) Maintain and develop the school website, school branding, photographs and external communications

4) To be strategic and creative in marketing the school to prospective parents, students and community users

5) To improve income generation through grants, sponsorship and hire of facilities.

Key Tasks:

* Manage copy writing for press releases, newsletters and other literature as required.
* Manage the preparation of online content for the School website.
* Maintain relationships with third party agencies including staff from the local press and publications both online and in hard copy.
* Create engaging campaigns for recruitment, celebration events, open days and promotional activities.
* Responsible for editing photographs, video and other media generated within the school
* To assist in the successful delivery of all school events such as Parents Evenings, Open Events etc.
* Act as the central point of contact for all customer enquiries and bookings in relation to Facility Hire.
* To manage the conflicts of Facility Hire customers and the needs of the school
* Pro-actively promote the school facilities to generate new business and to maximise income potential.

• Produce reports on income generation and occupancy levels for facility hire

• To carry out any other reasonable requests as directed by your line/senior manager

Personal Specification:

* Degree standard education preferable
* Excellent administrative and organisational skills
* Business and Marketing skills
* The ability to think strategically
* Excellent ICT skills (Microsoft Office)
* Knowledge of InDesign
* An ability to use your own initiative and work under pressure
* Good interpersonal and communication skills
* A good sense of humour and the ability to work as part of a team
* Self-motivated and flexible approach
* Ability to prioritise and manage workload to successfully deliver to deadline
* Ability to successfully manage internal partners and their expectations
* Ability to act on own initiative and to make decisions unassisted
* Punctual and reliable

Benefits:

* Job related training where appropriate
* Access to the Local government Pension Scheme
* Discounted childcare at Nursery
* 24 days annual leave (excluding Bank holidays)

Position Details:

This is a full time position.

The normal hours of work are 8.00am to 4.00pm Monday to Thursday and 8.00am to 3.00pm on Fridays. The post holder will be required to work during some evenings for which time off in lieu will be granted.

Salary will be £19,848 FTE with progression to £22,338 depending on experience and qualifications.