



Digital Marketing Officer – RGS Worcester

Job Description and Person Specification

Responsible to: Admissions and Marketing Manager

Location: RGS Worcester (plus RGS Springfield, RGS The Grange and RGS Dodderhill when required)

Member of: ARM (Admissions, Registry and Marketing Team)

General Purpose

To support the Admissions and Marketing Manager in the execution of the Marketing Strategy as a member of the ARM (Admissions, Registry and Marketing) team working across the family of RGS Schools: RGS Worcester, RGS Dodderhill, RGS Springfield and RGS The Grange. The main purpose of this role is to provide digital engagement and assist with producing marketing materials and promoting the RGS Worcester Family of Schools through the social media platforms and include the implementation and delivery of a social media schedule. This includes the preparation of the internal weekly newsletter for RGS Worcester Senior School. This is achieved through regular liaison with key contacts across the Schools to produce internal materials of high quality such as flyers, poster etc. In addition, to prepare and communicate messages across RGSW's social media channels.

Key Tasks and Responsibilities

Marketing Duties

- Writing weekly news articles ready for circulation on weekly basis to parents via MailChimp. Known as the 'RGS Times'.
- Daily social media communications and engagement for RGS Worcester, working to a planned calendar and agreed campaigns as directed, collating data analytics
- Assist with SEO and digital marketing in conjunction with external agency
- Assist with ensuring website content is kept up to date.
- Respond to marketing requests as appropriate from across the Schools via the central marketing email system.
- Design posters, programmes and flyers using inDesign at a basic level.
- Provide organisational support for Open Mornings, Examination Days, Outreach events and pupil Recruitment events
- Provide event assistance regarding use of marketing materials using the booking system
- Proof reading marketing output
- Taking photographs and keep a central photo library up to date
- Assist in photo shoots as requested
- Manage collateral for prospectives and to all Schools
- Prepare marketing messages across all 4 schools using the internal Trilby Tvs system
- Compile slide shows for all 4 schools to use at events for promotion

- Assist with purchase order input as necessary
- Marketing administration tasks/research
- Complete any other reasonable requests from the Headmaster, Director of Finance and Operations, Admissions and Marketing Manager
- Have a general awareness of internal and external publications and identify links and opportunities for cross promotion.

Job Specification

Competencies <i>These are the skills and abilities required to successfully perform the key tasks.</i>	Essential	Desirable
Strong communicator; both written and verbal	Y	
Strong Organisation Skills	Y	
Ability to write articulately and accurately for editorials and articles	Y	
Proof reading ability with excellent attention to detail	Y	
Able to work a part of a team with a 'can-do' attitude	Y	
Knowledge and Experience <i>State the necessary level of education and qualifications and training required to perform the job.</i>	Essential	Desirable
Previous experience of working in a marketing role of a similar level	Y	
Experience of working within the Education Sector		Y
Writing of press releases and copy including editorials	Y	
Experience of SEO and digital marketing		Y
Enjoys using and working with Social Media Channels and a familiarity of current platforms	Y	
Very IT proficient (Excel, Word, Powerpoint)	Y	
Use of marketing tools (inDesign, Photoshop, Adobe)		Y
Education <i>State the necessary level of education and qualifications and training required to perform the job.</i>	Essential	Desirable
English GCSE or equivalent	Y	
Marketing Qualifications or Professional Courses Completed		Y

The post holder should be aware that the above job description and specification is not exhaustive. The post holder should be willing to partake in all activities that positively contribute to the life of the school. Any changes to the above description will be done in a timely manner and in consultation with the post holder.