

## PR & Digital Assistant

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Rendcomb College is seeking to appoint a highly motivated individual to join the school as PR & Digital Assistant. This post is part-time term-time only and would initially be a one year Fixed Term Contract. This may be extended beyond the initial period. The post would start in early September 2019.

As the College approaches its 100<sup>th</sup> birthday in 2020, the PR and Digital Assistant will have a hands-on role in contributing to the success of this milestone year. Reporting to the Director of Marketing, the successful candidate will have a 'get up and go' attitude with the ability to spot a newsworthy story, develop it, and pitch it to local and national media outlets. The candidate will be clued up on all social platforms and will know how to utilise each outlet to generate the best results.

The successful candidate will:

- Have proven success in running social media accounts at a professional level.
- Have experience of delivering successful, coordinated social media campaigns and highly engaging content strategies.
- Be an excellent communicator and have the ability to work with a variety of people across organisations, will be creatively minded and ready to explore evolving opportunities within the digital landscape.
- Be confident to work autonomously.

This is an excellent opportunity for a dynamic and motivated candidate to work within a busy Marketing Department. The successful candidate will be confident, organised and hardworking.

### Key Duties and Responsibilities

- Creating and editing media releases for publication.
- Working with a range of social media platforms, technologies and systems.
- Manage the social media promotion of College activities and contribute to an evolving digital marketing strategy, including paid social campaigns.
- Proof-reading and editing copy for print and digital uses.
- Communicating with a variety of audiences with tailored content.
- Taking and sourcing non-professional photographs and videos for use across all channels, considering content and composure at all times.
- Editing video footage to create engaging social media posts.
- Draft and edit SEO-friendly blog posts and other website copy.
- To liaise with teams across the college to discover opportunities for content for social media and PR.
- Assist in updating Rendcomb College's websites.
- Assist the Director of Marketing in ensuring the College Brand Guidelines are adhered to across the College and to provide assistance to colleagues when required.
- Operating effective social media accounts across a range of platforms.
- Developing and producing successful digital content for social media.
- Implementing social media advertising and analytics.
- Representing a high profile brand online.
- Measuring and reporting of digital metrics.

## All staff are expected to

- Develop and maintain professional, productive relationships with all members of staff within the School.
- Commit to professional development through participation in the School's CPD events and training appropriate to the job role.
- Be aware of equal opportunities and to demonstrate these principles in all aspects of work.
- Comply with and promote the School's Safeguarding (including Prevent), Data Protection and Health and Safety policies and procedures and to undertake training as and when necessary.
- Work in the interests of pupils and in accordance with the School's policies and values.
- Be aware of your responsibility for promoting and safeguarding the welfare of children and young people whom you have contact with during the course of your duties.
- Undertake such other duties as required, commensurate with the grade of the post, as may be reasonably required.

The post-holder may be required to perform duties other than those given in the job description for the post from time to time. The particular duties and responsibilities attached to posts may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

## Person Specification

### *Essential*

- Marketing/Communications qualification (university degree / CIM or equivalent) or relevant experience working within a press office or other marketing environment
- Outstanding written and oral communication skills
- Proofread accurately with excellent attention to detail
- Passion for digital media and creative approach
- Confident and polite telephone manner
- Excellent interpersonal skills with a diverse range of clients
- Excellent organisational skills
- Professional attitude and approach to working at all times
- Ability to multi-task and adapt to changing priorities
- Bias for action
- Manage a multi-disciplinary workload across all aspects of the marketing mix
- Be a proactive team player
- Be confident in the use of multiple IT packages and databases and demonstrate the aptitude required to learn to use new IT programmes
- Stay calm under pressure and work to deadlines
- Be smartly presented
- Be responsive to advice and guidance
- Be an outstanding ambassador for the College

### *Desirable:*

- Knowledge of Adobe Photoshop and InDesign
- Photography experience
- Video editing experience
- Knowledge of databases

## Hours

This post is part-time term-time only, 27.5 hours per week spread across the working week. There will be some evening and weekend commitments that the post holder will be required to attend, which are taken back in lieu in consultation with the Director of Marketing.

## Variation to this Job Description

This is a description of the job as it is at present, and is current at the date of issue. The job description will be renewed and updated as necessary to ensure that appropriate revisions are incorporated, and that it relates to the job to be performed. This process would be conducted through consultation. You are expected to participate fully in the College's Professional Development and Review (PDR).

## To apply

Please complete the TES application form by clicking "quick apply". Please also email covering letter detailing your suitability for the post to Mrs Hannah Boydell at [HR@rendcombcollege.org.uk](mailto:HR@rendcombcollege.org.uk)

Please note, applications will not be considered without a covering letter **and** application form.

All shortlisted applicants will be expected to undertake a written exercise at interview.

**Application closing date: Thursday, 25 July 2019**

**Interviews: W/C 29 July 2019**

*No agencies please*

*We reserve the right to withdraw vacancies at any time*

## Disclosure

Rendcomb College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service (DBS).