



**RGS**  
WORCESTER

## **Job Description and Specification**

### **Marketing / PR Officer – RGS Worcester**

**Responsible to:** Head of Marketing & Communications

**Responsible for:** Marketing Publications and Copy, PR and Newsletters

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

**Member of:** Marketing Team

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#### **General Purpose**

A member of Marketing Team working across the four schools: RGS Worcester, RGS Dodderhill, RGS Springfield and RGS The Grange. The main purpose of this role is to produce high quality and engaging copy to promote the RGS family of schools both internally and externally. This is achieved through the production and execution of the Marketing and PR strategy promoting RGSW through whatever opportunities that are deemed appropriate.

#### **Key Tasks and Responsibilities**

##### **Marketing Duties**

- Responsible to the Head of Marketing & Communications for the execution of the Marketing and PR Strategy
- Driving internal and external PR, which will primarily be achieved through assisting with the development of a PR strategy and execution, once approved
- Writing of copy for all internal and external publications, including the weekly electronic

e-zine, School Yearbook (The Worcesterian), prospectuses, School magazine (Excel). This will also include writing editorials.

- Generating press releases for local, specialist and national media
- Raising awareness of publicity within the School community
- Proof reading all marketing output
- Plan media campaigns around the overarching marketing plan to engage all four RGS Schools and promote in an effective way
- Assist with the wider team, SEO and digital marketing
- Assist with the wider team, writing website content
- Designing newsletters posters, programmes and flyers using InDesign (Training to be provided where needed, experience not necessary)
- Assisting with the brand message and consistency of our corporate image using InDesign
- Provide organisational support for Open Mornings, Examination Days, Outreach events and Recruitment events
- Taking photographs for use within publications, press releases and social media
- Marketing administration tasks/research
- Complete any other reasonable requests from the Headmaster, Director of Finance and Operations, Head of Marketing & Communications

### **Qualifications/skills**

- Experience of Marketing, in particular writing and producing high quality publications
- Excellent writing and proof-reading skills
- Excellent verbal and written communication skills
- Up to date IT skill
- Excellent teamwork and liaison skills
- Fast to react, quick to learn, 'can do' and with great attention to detail
- Excellent organisational skills with the ability to prioritise multiple tasks with minimal supervision

### **Working Conditions**

#### **Hours of Work:**

Applications are welcomed from those looking for both full time and part time work. Please state your desired hours in your application. Working on all Staff INSET days, Open Mornings and Examination Results Days in August are a requirement. The Marketing Officer is expected to manage their own time, working flexibly to meet the needs of this position; this may occasionally include some evening and weekend work. Overtime will only be paid if authorised in advance.

### **Job Specification**

<b>Competencies</b> These are the skills and abilities required to successfully perform the key tasks.	Essential	Desirable
Strong Communication; both written and verbal	Y	
Strong Organisation Skills	Y	
Ability to write articulately for editorials and articles	Y	
Proof reading ability	Y	
Creative and attention to detail	Y	
<b>Knowledge and Experience</b> The necessary level of education and qualifications and training required to perform the job.	Essential	Desirable
Significant experience of marketing concepts and strategies	Y	
Worked in the Education Sector		Y
Writing of press releases and copy including editorials	Y	
Experience of SEO and digital marketing		Y
Experience of Social Media channels		Y
Strong IT Skills (Excel, Word, PowerPoint)	Y	
Use of marketing tools (InDesign, Photoshop, Adobe)		Y
Work well in a team	Y	
<b>Education</b> The necessary level of education and qualifications and training required to perform the job.	Essential	Desirable
English GCSE or equivalent	Y	
Relevant marketing qualifications		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.