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Job Description:

# Marketing Assistant and Events Co-ordinator

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**Managed by:** Head of Marketing & Admissions and The Headmaster

**Reporting to:** The Bursar (Support Staff)

## Key purpose of Role:

To assist the Headmaster, Bursar and the Head of Marketing with the implementation of key marketing events, advertising campaigns and plans to support Ditcham Park School's operational objectives.

Support the Head of Marketing and Admissions in promoting Ditcham Park School to all prospective pupils and their families.

## Main Duties and Responsibilities:

- Support the Head of Marketing and Admissions in the co-ordination and delivery of marketing events and advertising campaigns.
- Support the Headmaster and Bursar in the organisation of events such as Open Mornings, Founders Day, Awards Evening, Activity Weeks and Fairs (eg Stem Fair), liaising as appropriate with internal and external stakeholders.
- Assist with the management of the event programme for every intake group throughout the academic year.
- Assist in the management and co-ordination of the marketing events calendar.
- Improve conversion rates for attendance at key events and be instrumental in converting attendees to applicants.
- Assist in the provision of progress and analytical reports on marketing events activities and achievements.
- Take and fulfil telephone, email and face to face enquiries from a variety of stakeholders including prospective pupils and their families, school departments and other institutions.
- Help prepare and write copy for Ditcham Park School events and marketing promotional material, press releases, prospectus and other such documents as required and directed.
- Research promotional and advertising opportunities
- Undertake / co-ordinate market research and competitor analysis as required.
- Develop and manage sector-specific databases for direct mailing activities, data capture and analysis (subject to the requirements of Data Privacy and Protection legislation). Maintain and update the Schools Record of Public Benefit.

- Liaise with FDPS regarding assistance with School events.
- Work as part of a team at events to deliver optimal customer service to visitors and stakeholders, working pro-actively to resolve issues and problems on the day.
- Undertake general clerical work: filing, photocopying, collection of post and mail-outs, stock/literature control and maintaining/updating databases.
- All other duties, as are within the scope and spirit of the job purpose, the title of the post and its grading.
- Monitor market expenditure to ensure spending is within budget. Complete PO's for all marketing purchases.
- Co-ordinate and publicise our Sport and Activities.
- Accompany Headmaster or Head of Marketing in off site visits to other schools or events.

### **Specific Responsibilities:**

- Ensure compliance with the Equality Act, Data Protection Act, General Data Protection Regulation and all other rules and regulations that govern the work of Ditcham Park School.
- Undertake such other duties within the spirit and grading of the role as may be specified from time to time by your line manager.
- Take all reasonable care of the health and safety of yourself, other people and resources whilst a work to comply with the Health and Safety Policy, Codes of Practice and local rules and regulations.
- Undertake ad hoc tasks as directed by the Bursar, Headmaster's PA and Office Manager including:
  - Taking minutes at Governors Committee Meetings upon request
  - Acting as supply cover for Headmaster's PA on an occasional basis
  - Provide telephone daily telephone cover in the School Office and liaise with current parents
  - Provide First-Aid support as required.

### **Person Specification:**

Mindful of a small-school working environment, the following attributes are also of key importance:

- Excellent written and oral communication skills
- Excellent organisational skills
- Excellent skills in the Microsoft packages (PowerPoint, Excel, Word etc)
- Attention to detail
- Ability to research, collect and analyse data
- A willingness to accept a varied and flexible working pattern;
- A positive attitude and the flexibility and willingness to work as part of a small team and relate to a wide range of people;

- The ability to prioritise effectively and efficiently when working to tight deadlines, and the ability to use initiative when required;
- To have a personable, friendly and enthusiastic manner.
- The ability to influence and motivate others to achieve common goals.
- Willingness to undertake training courses when applicable;
- Willingness to travel if required.
- Ability to respond to emergency work situations at short notice.
- Experience of school environment advantageous.
- Knowledge of SIMS preferable.

### Qualifications

- Industry standard qualification in Marketing and Events Management, **or** experience of working in an events and marketing role ideally within an educational environment.
- GCSE Maths and English (Grade 4-9/A\*-C equivalent)

### Conditions of Employment

- Salary:** The salary for the roles is negotiable subject to qualifications and work experience, to a maximum of £26,500 FTE (September 2019)
- Hours:** The post holder will be expected to work such hours as may be reasonably required of them, or as may be necessary for the proper and efficient performance of their duties. These would include out of hours work demands including some weekends and evenings.
- Holidays:** 25 days per year (FTE), plus Bank Holidays and additional concessionary days.
- Fee Discount:** The post holder will be eligible for a staff discount on school fees for their children attending the school, in line with school policies.
- Pension:** The School does not have its own pension scheme. It will make a contribution to a pension fund currently set up for employees with Scottish Widows should you elect to participate. The employee's contribution is 6% of gross pay. The employer's contribution, which may be varied from time to time, is currently 10%. This may be proportionately reduced if the employee does not wish to contribute 6%.
- Appointment:** This Governing body is committed to safeguarding and promoting the welfare of children and young persons. The Headmaster must ensure that the highest priority is given to following guidance and regulations to safeguard children and young people. This appointment will be subject to the receipt of an Enhanced Disclosure & Barring Certificate from the Disclosure & Barring Service. There are no exemptions for spent convictions and you are required to disclose any conviction by a court. **Please give details of any convictions or indicate not applicable**