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Marketing & Communications Assistant

JOB DESCRIPTION

Marketing & Communications Assistant

**Department** Development and Engagement

**Line Manager** Head of Marketing and Communications

**Role**

The Development and Engagement team aims to connect and inspire over 12,000 members of the St Paul’s Community from parents and former parents to pupils, former pupils and staff. Comprising events, marketing and development, the team provides an eclectic [events programme](https://www.stpaulsschool.org.uk/spscommunity/events), access to wide-ranging professional networks, and an extensive collection of digital and printed communications. In addition, the team is responsible for the school’s fundraising efforts, via our [Shaping Our Future](https://donate.stpaulsschool.org.uk/) campaign, ensuring that pupils can come to the school on the basis of merit, regardless of their financial means.

This role provides marketing and communications support to the Development and Engagement team, delivering all aspects of marketing within the school. Working with other departments across St Paul’s School and St Paul’s Juniors, the post holder will be responsible for sharing and updating relevant information and promoting aspects of the school internally and externally.

**Key Duties and Responsibilities:**

**Digital marketing and communications**

* Proofread, edit and create accurate and engaging copy from a range of sources for use on the website, social media channels and Parent Portal
* Monitor, maintain and update content on the school’s Parent Portal and website
* Assist with the implementation of the school’s social media strategy, managing the social media calendar and posting regularly across all channels
* Manage the coordination of content and setting of e-newsletters
* Maintain all online directories and monitor Search Engine Optimisation and analytics

**Print marketing and communications**

* Assist with the production of printed marketing materials, including prospectuses, newspaper, magazines, brochures, leaflets, newsletters, posters etc., for the Marketing and Communications Department, Old Pauline Club and wider Development & Engagement team, plus providing marketing support for academic departments
* Assist with the gathering, creation and editing of news stories and content for school publications/channels
* Manage the planning and placement of Open Day and other advertisements
* Liaise with school industry publications to cultivate relationships, update content and optimise PR benefits
* Proofread, edit and create accurate and engaging copy from a range of sources for use in printed publications
* Liaise with external partners/agencies where required

**Events and Photography**

* Assist with preparations for key marketing events including Open Days, Parent Group events and conferences, working closely with Admissions, Academic departments and St Paul’s Juniors
* Assist with the planning and direction of photography and video filming for key publications and events
* Maintain the school’s photo library, keeping the content up to date, fresh and tagged

**Brand Management**

* Support the Marketing and Communications team, working closely with the Admissions and Development Offices, to ensure that the school’s vision, ethos and ‘brand’ is conveyed consistently, appropriately and effectively through high quality internal and external communications
* Champion the external use of the school’s brand guidelines, ensuring consistency of message is achieved across all digital channels and off-line media
* Liaise, as appropriate, with staff and departments to ensure consistency of quality and branding of internal communications
* Keep up to date with matters of compliance and sector best practice

All members of staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. They must be aware of the systems within the school which support safeguarding and must act in accordance with the school’s Safeguarding & Child Protection Policy and Code of Conduct. Members of staff receive appropriate child protection training, which is regularly updated.

# Person Specification

# Personal Profile

*Essential*

* Educated to degree level (or equivalent experience)
* Strong IT skills: highly proficient with Microsoft Office
* Understanding of social media tools and how they can enhance St Paul’s community strategy
* Hardworking, driven and flexible and good at dealing with a multi-faceted workload.
* An enthusiastic and positive attitude.
* Excellent communication skills and attention to detail, both written and oral.
* Personable, with the ability to build strong relationships and work effectively with a variety of different stakeholders
* An ability to work both independently and as part of a team
* Excellent time management with the ability to work under pressure and prioritise as necessary

# Desirable

* At least 1 year’s marketing experience (this can be volunteering experience)
* CIM qualification
* Photography skills
* Knowledge of working with design software including Photoshop and InDesign
* Knowledge of working with website CMS systems and email tools such as MailChimp
* Experience or an understanding of working in schools, preferably in the independent sector

**Hours of work**

Full time. 9.00am – 5.00pm, Monday to Friday, with a one-hour unpaid lunch break (35 hours a week). The demands of the role are such that flexible working outside these times (evenings and weekends) will be required on occasion and therefore a willingness to be flexible is essential. Out of hours work will be remunerated in Time Off In Lieu (TOIL).

**Holidays**

25 days per annum plus 8 Bank Holidays. Annual leave should usually be taken during school holidays (term dates can be found here: <http://www.stpaulsschool.org.uk/info/term-dates>)

*NB: The school normally closes for a period over Christmas, the dates of which are agreed by the Executive Team every year. This closure period may result in additional non-working days, however this is non-contractual and does not affect annual leave entitlement.*

**Salary**

£23,000 per annum, dependent on skills and experience.

**Benefits**

* After one year’s service, part remission of fees at St Paul’s School / St Paul’s Juniors for children of employees (subject to competitive entry procedures). Please note that remission of school fees is not a contractual entitlement.  The Governors reserve the right to vary the rate of remission or to withdraw it altogether.
* Free daily hot lunches provided in the School dining hall, including vegetarian options.
* Free parking on site.
* St Paul’s employee bicycle scheme, whereby a bicycle suitable for commuting will be supplied, or the cost of purchase reimbursed, by the school to the value of £500.
* Use of sports facilities, including swimming pool and gym, and use of staff changing rooms.
* Stakeholder Pension Scheme.
* Death in Service benefit.
* Employee Assistance Programme, an independent, free and confidential advice service that can offer both practical advice and emotional support.
* Policy for funding external professional development, and reimbursement of relevant professional membership fees.
* After 5 years of employment, annual leave entitlement increases to 27 working days (or pro rata equivalent). This increases to 30 days (or equivalent) after 10 years of employment.

*July 2019*