



Job Description:	Marketing Assistant
Hours:	Full -Time 35 hours per week (Occasional unsocial hours may be required for evening and weekend functions. Appropriate notice will be given and time off in lieu arranged.)
Salary:	£20,000-£22,000 per annum
Responsible to:	This role reports to the Marketing and Development Officer

Scope of role

This role will support the Marketing and Communications department in the delivery of the whole school's Marketing Strategy.

Main responsibilities

- To assist with the School's online media presence including the website.
- To assist with the production and distribution of all print and publicity material within given timescales.
- To assist with promotional and advertising opportunities on and offline.
- To ensure school branding is consistent across all printed and online material and to assist with production of branding and signage as appropriate.
- Contribute to the annual marketing and communications plan.
- To assist with supporting the Admissions team with marketing collateral, mailings, events and evaluation.
- To assist, when required, on school, donor and partnership events.
- To update the development database
- To assist with the co-ordination and implementation of e-newsletters.
- Liaise with staff and pupils regarding news and events
- Contribute to the annual marketing and communications plan.
- To respond to day to day queries into the department.
- Promoting a positive and effective team environment working closely with all other members of the department to deliver the Marketing and Communications Strategy.
- Such other duties associated with the above tasks as may be reasonably required

Key Skills & Experience

Essential

- Excellent communication skills (both orally and in writing)
- Excellent interpersonal skills
- Excellent copywriting and proof reading skills
- Good IT skills
- Ability to prioritise and plan effectively
- Creativity
- Work well as part of a team

Desirable

- Previous experience within a similar role
- Experience working with CMS and social media
- CIM qualification or similar
- Experience working with Mailchimp
- Experience working with Indesign and Photoshop
- Experience working within the education marketing sector
- Familiarity with iSAMS

Equal Opportunities

It is the policy of the school to provide equal opportunities for all qualified individuals regardless of race, colour, religion, ethnic or national origin, sexual orientation, age, gender, medical condition or disability.

Child Protection

All staff have a responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible or with whom they come into contact and to adhere to and ensure compliance with the school's Child Protection Policy at all times.