



Marketing Assistant Job Description

Post Title: Marketing Assistant

Reporting To: Head of Marketing and Admissions

Summary of the Role

To assist the Head of Marketing and Admissions in all aspects of their job, supporting the delivery of the strategic marketing plan, proactively contributing to it through various marketing activities.

To collaborate with departments across the College to ensure effective communication and promotion of the school to stakeholders.

Key Duties and Responsibilities

General Marketing

- Assist in developing and executing initiatives for the marketing of the College and subsidiaries including admissions, venue hire and external events
- Assist with preparations for key marketing events including Open Days, exhibitions and corporate events
- Assist with the creation and editing of media releases for publication
- Assist with the production of printed materials including prospectuses, leaflets, booklets and event literature
- Assist with the social media promotion of College activities and contribute to an evolving digital marketing strategy
- In the absence of the Head of Marketing and Admissions, act as the first port of call for internal and external marketing and press enquiries
- To conduct tours of College for visitors and event guests as appropriate
- To liaise with photographers, videographers and journalists and internal College departments to prepare for promotional activities as required
- Assist in updating the Rendcomb College websites
- Assist the Head of Marketing and Admissions in ensuring the College Brand Guidelines are adhered to across the College and to provide assistance to colleagues when required
- Work closely with the Admissions Team to provide support for admissions activities including events and mailshots
- Work closely with internal and external stakeholders to collate, coordinate and deliver the annual Rendcombian Magazine, working in conjunction with a publishing house

Additional Duties

Any other reasonable duties required by the Head of Marketing and Admissions



Person Specification

Essential

- Excellent written and oral communication skills
- 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
- Results-orientated
- Manage a multi-disciplinary workload across all aspects of across marketing
- Proofread accurately with excellent attention to detail
- Be a proactive team player
- Be confident in the use of 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 an outstanding ambassador for the College

Desirable:

- Educated to degree level or have a relevant marketing qualification or industry experience
- Knowledge of the Adobe creative suite, including Photoshop, Light Room and In Design
- Knowledge of Customer Relationship Management (CRM) and Content Management Systems (CMS), Search Engine Optimisation (SEO) and Analytics
- Understanding and experience of leveraging social media platforms
- Understanding of photography and image production

Outline Salary and Conditions

Salary is between £23-£26K FTE per annum. All staff are automatically enrolled into the School's contributory pension plan. Rendcomb College complies with standard employment legislation with regard to retirement. This role is not suitable for home-working.

Other Benefits

Rendcomb will provide staff with lunch during term time and for most days during school holidays. This is free of charge, as is an evening meal should you request it when you have a school commitment. Use of the College facilities, including the gym, is welcome out of school hours.

Hours of Work

The role is a permanent position between 30 – 37.5 hours/week, Monday to Friday. Hours of work will be between 8am and 6pm, with timings to be negotiated. The role can be either term-time only or all-year round for the right candidate.

There may be some evening and weekend commitments that the post holder will be required to attend, which can be taken as time in lieu as agreed by the Head of Marketing and Admissions.

Holiday Entitlement

Full time equivalent of 25 days per year taken as agreed by the Head of Marketing and Admissions plus Bank Holidays (Pro rata Term Time Only).

Training

Suitable training, in-house or external, will be provided for the successful candidate where areas of knowledge/skills require development.



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.

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).

Rendcomb College is an equal opportunities employer