

# JOB DESCRIPTION

Digital Communications and Events Officer  
Harrow Association and Harrow Development Trust



<b>DEPARTMENT</b>	<b>Harrow Association and Harrow Development Trust</b>
<b>REPORTS TO</b>	<b>Alumni and Development Communications Manager</b>
<b>RESPONSIBLE FOR</b>	<b>N/A</b>
<b>WORKING PATTERN</b>	<b>Full-time, permanent role. Occasional requirement to work evenings and weekends, sometimes away from Harrow School.</b>
<b>ISSUE/REVISION DATE</b>	<b>December 2023</b>

## BACKGROUND

Harrow School is one of the world's most famous schools. Founded in 1572 by a local yeoman farmer, John Lyon, under a Royal Charter granted by Queen Elizabeth I, it is located on a 324-acre estate encompassing much of Harrow on the Hill in north-west London. Around 830 boys aged 13 to 18, who come from all over Britain and across the world, live in the School's 12 boarding Houses, and there are about 120 academic staff and over 500 support staff.

Our "School on the Hill" has a global presence with and is the founding member of the Harrow Family of Schools, which also includes John Lyon School, the John Lyon Charity, and the multiple Harrow International Schools in operation around the world.

As a steward of many cherished traditions, today's Harrow is shaped by the best of its 450 years. This distinguished history enriches the daily life of our entire community. From the boys' distinctive dress and the carving of their names onto boards in the Houses, to our own unusual form of football, archaic slang and the communal singing of Harrow Songs, these customs develop a strong corporate spirit and a sense of belonging to something bigger than oneself.

Harrow has produced many great men, whom we call the Giants of Old. Famous Old Harrovians include statesmen such as Peel, Palmerston, Churchill, Nehru and King Hussein of Jordan; writers including Byron, Sheridan, Trollope and Richard Curtis; Anthony Ashley-Cooper, the seventh Earl of Shaftesbury and influential social reformer; Lord Rayleigh, the physicist and Nobel prize-winner; Fox Talbot, the inventor of photography; the archaeologist Sir Arthur Evans and James Bruce the explorer; Admiral Rodney and Field Marshal Alexander; and 19 winners of the Victoria Cross. More recently, many pupils have gone on to distinguished careers in business, the law, medicine, the armed forces, the arts and the media.

Harrow Association (HA) is a vibrant and active alumni organisation which supports current and former Harrovians (Old Harrovians) in a variety of ways and enables its members to maintain lifelong connections with the School and with each other. It achieves its aims through three focus areas, Community, Careers and Employability and Heritage.

Harrow Development Trust (HDT) is the highly successful fundraising arm of Harrow School (the School). It is a subsidiary charity of the School which raises funds for the advancement of the education of pupils at the School and such other charitable purposes as the Trustees may declare.

The HA and HDT share an office in the heart of the School and work as one team with shared aims, keeping Old Harrovians, current and former Harrow parents and members of the wider Harrow School community informed of news from the School and opportunities to support the School and each other.

## THE ROLE

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An exciting opportunity has arisen for a driven, creative and resourceful Digital Communications and Events Officer to support the Alumni Relations and Development functions of Harrow School. We are looking for someone with a high level of attention to detail; a passion for storytelling through digital content, a good understanding of digital technologies and a person who wishes to participate in all our varied event planning.

You will be responsible for website content and email marketing, designed to maximise engagement, as well as planning and implementing the HA and HDT's social media strategy, identifying content opportunities and reporting on success and trends.

You will also support the team with planning, organising and communicating the rich and varied events programme across the two functions.

## KEY RESPONSIBILITIES

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This job description reflects the core activities of the role and is subject to change as the department and the post holder develop.

### CONTENT CREATION

- Work with the ADCM to create, commission and curate new and engaging multi-media content as needed for use across all digital communications channels and across all audiences, including copy, photos, videos, graphics, blog posts and other web content.
- Ensure all content adheres to Harrow School and Harrow Association brand tone of voice and style.

### SOCIAL MEDIA

- Monitor the Harrow Association social media channels, Instagram, Facebook, Twitter and LinkedIn, for OH News and reactive engagement opportunities, i.e. retweeting and sharing alumni posts.
- Produce regular report charting social media engagement growth and follower insights (using Hootsuite).
- Write, schedule and post engaging content across all social media channels both to promote current HA and School priorities and to increase alumni engagement.
- Stay up-to-date with the latest developments in social media best practice, report back learnings and make recommendations for growth areas, including, where appropriate, paid for digital activity.

### WEBSITE

- Using the School website CMS Finalsite make ad-hoc updates to the Old Harrovians and Support Us web pages as determined by the ADCM.
- Working with the School Communications team, Finalsite and Google analytics, monitor website visitor stats.
- Manage content and encourage engagement through Graduway online networking platform OH Connect.

### E-MARKETING

- Design ad-hoc digital communications in Blackbaud Online Express or NXT.
- Produce regular OH Connect newsletters through Graduway alumni networking tool.
- Working with the ADCM and Data Management Officer (DMO), implement regular automated communications to OHs through OH Connect. These could include items such as *The Harrovian* weekly, School sports fixtures and results, invitations to School events and other content to be determined by regular surveying.
- Working with DMO stay up-to-date with latest developments in Blackbaud and Graduway customer relationship management opportunities.
- Record and report on open rates, click-through rates and opt-outs and optimise activity based on these results.

### RESEARCH

- Research OH achievements and news through online, social and print media. Identify newsworthy content for all channels
- Share OH news with the HA/HDT teams on a regular basis and record on Blackbaud Raiser's Edge database.

## **EVENTS**

- Planning, administrating and ensuring the smooth-running of a diverse alumni and Harrow community events programme with oversight and input from the Development Directors.
- Working with members of the fundraising team and providing administrative support for their programme of events.
- Sending relevant and targeted events communications to alumni and Harrow community members.

## **PRINTED COMMUNICATIONS**

- Support ADCM with research and collation of OH news, promotions, images and more for the various publications spanning the HA and the HDT.

## **REPORTING AND INSIGHTS**

- Regularly monitor and report on all digital communications activity to ensure learnings and insights are applied and activity adapted with learnings gained.

## **OTHER**

- Support HA/HDT team with OH updates to database of address changes, career details, deaths and news.
- Monitor and respond to oldharrovians@harrowschool.org.uk email inbox

# **PERSON SPECIFICATION – DIGITAL COMMUNICATIONS OFFICER**

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## **QUALIFICATIONS, EDUCATION AND TRAINING**

### **ESSENTIAL**

- Education to degree level or equivalent.
- Proven experience of working in a busy office environment.

## **KNOWLEDGE AND EXPERIENCE**

### **ESSENTIAL**

- A minimum of two years' experience in a similar role.
- Experience of generating quality content for digital, social, web and email and experience managing social media channels, including Instagram and LinkedIn.
- Event coordination experience in an organisational setting.

### **DESIRED**

- Good understanding of digital technologies such as SEO, Google Analytics, CMS, Photoshop, Google Ads, video editing programmes.
- Good working knowledge of customer database such as Blackbaud Raiser's Edge and NXT.
- Good working knowledge of Graduway online networking platform, or similar.

## **SKILLS AND ABILITIES**

### **ESSENTIAL**

- Excellent written and proof-reading skills with accuracy in spelling and grammar, with a high level of attention to detail.
- An exceptional eye for aesthetics and design.
- Excellent organisational, time management and prioritisation skills with an ability to take the initiative.
- Excellent communication and interpersonal skills with the ability to build relationships with key stakeholders.
- Ability to work under pressure, prioritising to meet deadlines, juggling a busy workload and multi-tasking.

- A high degree of IT and computer proficiency, including a strong working knowledge of Microsoft packages and Adobe Creative

## PERSONAL ATTRIBUTES

### ESSENTIAL

- Enthusiastic, pro-active and pragmatic, with a can-do attitude
- A positive and collaborative team player
- Calm, efficient, with ability to work under pressure
- Ability to work within agreed brand visual and editorial guidelines
- A positive attitude to routine tasks, being methodical and meticulous.

## SCHOOL VALUES AND BEHAVIOURS

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All staff are expected to conduct themselves in line with the School's values which are: **Courage, Honour, Humility** and **Fellowship**. While the School's values set out what matters most to us, the behaviours below are intended as a shared set of expectations to refer to, and standards to aspire to, in our dealings with others. They are the practical application of our values.

### COURAGE

- We remain optimistic and purposeful in a disrupted world.
- We take responsibility for our decisions, even the hard ones.
- We always challenge poor behaviour in ourselves and others.  
We are open to new ideas, and seek fresh challenges.

### HONOUR

- We keep our promises.
- We act with integrity – doing the right thing, even when it is difficult or when no one is watching.
- We respect and value our traditions whilst setting them in the context of today.

### HUMILITY

- We work hard to serve others within the School and across our wider communities where possible putting their interests before our own.
- We give and seek honest and appropriate feedback, reflect on our failures and learn from them.
- We support each other through challenges and whatever the outcome, we celebrate those that took part.

### FELLOWSHIP

- We respect each other and value our differences, knowing that we are more effective and more resilient working together.
- We are kind and inclusive; we value the contribution that each of us makes.
- We role model the behaviours that we would like to see in others; we ask only of others what we would be prepared to do ourselves.