



## JOB DESCRIPTION

### Marketing Coordinator

Reporting to: The Director of Marketing and Admissions

Hours: Monday to Friday, 8:30am – 5:00pm\* with one hour for lunch,  
42 weeks per annum

#### Introduction

The post holder will work co-operatively as part of the Marketing and Admissions team in order to drive pupil recruitment and to promote the school, locally and internationally. This will include providing excellent customer service at all points of contact and assisting in the delivery and implementation of a broad range of Stover School marketing activities.

**\*The postholder is expected to be flexible in order to accommodate the need to be on site during events and other activities which may fall outside of normal working hours and days. On these occasions the working pattern will be amended to reflect this.**

#### MAIN DUTIES

- Assisting the Director of Marketing and Admissions creating and scheduling social media posts, undertaking website content management, photography, writing news items and press articles, planning and attending promotional events, internal printing, creative artwork for leaflets, liaising with external printers and other administrative tasks.
- Pending experience, to take ownership of alumni management, international boarding recruitment or grant & funding procurement.
- To work cooperatively with the Admissions and Marketing team in executing the department business plan.
- To support all marketing functions.
- To protect, nurture and enhance the Stover brand and ensure opportunities are taken to promote the School's key messages.
- To dovetail with the admissions function to ensure maximum public relations benefit is generated from all school commercial activities.

- To provide support when required to the wider administrative team
- To provide a small amount of administrative support to the Stover Family. (PTA).

Any other duties commensurate with the level of the post.

**The Job Description forms the basic requirements of the post and can be updated when required by the Executive Head Teacher in liaison with the staff concerned.**

The post holder is responsible for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact with. They will be expected to adhere to and ensure compliance with the school's Child Protection Policy Statement at all times.

If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the school they must report any concerns to the school's Designated Safeguarding Officer, the Senior Teacher (Pastoral) or the Head of Stover Preparatory School, as appropriate.

February 2024