

Saint Cecilia's Church of England School

Job Description

Marketing Assistant

NAME

DATE May 2021

JOB CONTEXT Saint Cecilia's Church of England School is a co-educational comprehensive school for pupils aged 11-18 years in the Diocese of Southwark and the London Borough of Wandsworth, specialising in the teaching of music and mathematics. The school opened in September 2003. There are now 950 pupils on roll, including the Sixth Form, but this will increase as we finish our school expansion programme. The school's staffing levels have also increased incrementally, along with its annual budget.

TITLE Marketing Assistant

HOURS OF WORK Hours of work are negotiable depending on the availability of the successful candidate up to 16 hours per week, term time only plus two days to cover results days. It is expected that the Marketing Assistant will be based in the school for a minimum of two days a week during term time (preferably Tuesday and Friday), but this could be fewer hours over more days.

JOB PURPOSE To be responsible for providing efficient marketing and publicity support to the Marketing Manager to deliver the school's marketing strategy in promoting the school positively within the local community and beyond.

To help in managing the school website, updating it accordingly.

To refresh and update a comprehensive range of marketing materials including the regular newsletter for parents.

To work with the Marketing Manager in coordinating a publicity strategy including positive press releases to ensure 'good news' is shared to our local community and the wider education audience to promote the school.

To help manage all electronic media platforms including the school website and social media.

To promote and develop the school alumni working with the Sixth Form team to recruit past pupils, encourage links with the school inc fundraising.

To be a member of the general office team and contribute to the work of the general office only as required.

To undertake any additional duties or responsibilities as reasonably determined by the Headteacher.

ACCOUNTABLE TO

for line management
and performance
management

Marketing Manager

Key Tasks

Marketing

- a) To help execute the school's marketing strategy focused on reputation, recruitment and retention.
- b) To draft, produce or refresh the school's marketing materials including the school website, prospectuses, other printed or multimedia material.
- c) To research and draft articles for the parents' newsletter and other communications.
- d) To review and develop template forms and presentations for staff ensuring consistency with the agreed house style and branding of the school.
- e) To assist in marketing the school to local primary schools and churches.

Publicity

- a) To ensure the school receives positive publicity in the local, regional and national press.
- b) To take a proactive role in managing and promoting the school open events working alongside the Admissions Manager, Marketing Manager and other key staff to ensure that we successfully recruit to Year 7 and Year 12.
- c) To ensure school events/initiatives and examination success are publicised and celebrated in the local community.
- d) To help create a programme of publicity to promote the Sixth Form, working alongside the Marketing Manager and Director of Sixth Form.

Website/social media

- a) To update and help develop the school website to ensure it is constantly up to date, always relevant, regularly refreshed and encourages repeat traffic.
- b) To help manage, develop and maintain an appropriate presence for the school on social media including LinkedIn, Twitter, Facebook, Instagram (if/when established)

Administration

- a) To prepare marketing materials as necessary and liaise with external organisations such as designers, printers, newspapers and publishers
- b) To assist in the preparation and execution of school events.
- c) To manage and develop communication systems with parents, currently provided by the 'SIMS Parent' app and e-mail system.
- d) To assist the general office team with administrative tasks, including updating the pupil database, mail distribution to parents/carers and other general administrative duties where needed.

Training

- a) To undertake any training courses relevant to the post.

General

- a) To dress appropriately and in accordance with the school staff dress code.