Logo

Description automatically generated

## **Marketing & Development Officer**

This post provides support to the Marketing Department four days a week and for the Development and Communications Department one day a week. This is a full-time role and will report to the Head of Marketing.

The candidate must be available one Saturday every October for a Whole School Open Morning (date agreed a year in advance).

Key Marketing Responsibilities:

* Assist with digital content creation
* Monitor performance of digital channels/activities using various analytics tools
* Assist with targeted e-marketing, with particular emphasis to prospective parents and feeder heads, using digital marketing platforms
* Photograph and video events
* Use a range of programmes for post-processing photos, videos and for content-creation
* Assist with key marketing events each term. Including assisting with promotion, administration, preparation, and analysis
* Update the School website using a Content Management System
* Stock take – Keep a record of promotional items used for marketing. Be proactive in re-ordering when stocks are low; and in suggesting new promotional items.
* Update online directories
* Use of School Database (SIMS)
* Input enquiry details for Open Events
* Update Feeder School details (e.g. if Head Teacher has changed or if email address has changed)
* Prospective Parent visits
* Inform Reception of visitor names the week before a visit
* Inform Estates of dates and times of visits for site 'Cleanup' purposes
* Ensure regular stock of goodie bags for parent visits
* Emails
* Respond to parent emails as required - this may be sending standard email templates out OR crafting and sending own emails as a response to a parental query
* Assist with e-marketing using Mailchimp
* Other admin duties as required

Key Development and Communications Responsibilities:

The Development and Communications Officer is broadly responsible for alumni engagement, events and communications. More specifically the post holder is responsible for the administration of St Benedict’s Connect as well as updating the Social Media Channels, coordinating events, generating reports, newsletters and establishing regular communication between St Benedict’s alumni (Old Priorians), parents, past parents and staff to foster interest in the development of St Benedict’s.

* Manage the St Benedict’s Connect platform and Social Media channels, keep the records up to date, and manage communications relating to news and events.
* To support the Communications Director to establish good communication links amongst alumni, parents, past parents and staff to foster interest in the development of St Benedict’s.
* Manage mailshots and co-ordinate campaigns in line with St Benedict’s fundraising strategy.
* Publish lively news items on the website, Facebook and LinkedIn.
* To provide administrative support in the planning, organising and running of school and alumni events.
* To communicate effectively with other internal school departments
* Undertake any other duties as the Communications Director might reasonably request to support the Post Holder’s role in development new opportunities

Requirements

* A strong work ethic and willingness to learn
* Knowledge of social media
* Experience of working on/assisting with events is beneficial
* An interest in photography and videography is beneficial
* Able to establish and maintain effective working relationships with other departments, schools, parents
* Exceptional organisational and time management skills with the ability to prioritise and structure work schedules and forward plan
* Good written and oral communication skills
* Excellent attention to detail
* Knowledge of Outlook, Word, Excel, Teams
* Ability to work to deadlines

Personal Attributes:

* A passion for marketing
* A creative mindset
* A positive and proactive attitude, with a willingness to take on new challenges and learn new skills
* High levels of energy, drive and enthusiasm
* Excellent interpersonal skills
* Flexibility and adaptability, with the ability to work under pressure and to tight deadlines
* A desire to develop new skills and knowledge in the field of marketing, PR and communications