

Marketing and Communications Assistant

Job Description

Job Title:	Marketing and Communications Assistant
Responsible to/Line Manager:	Head of Marketing and Communications
Main Location:	Prep School at St Leonards on Sea
Start Date:	September 2022
Hours:	Flexible, term-time only (approximately 25 hours per week)

Main Purpose

Contribute to delivering internal and external marketing and communications initiatives to help promote Claremont Prep and Senior School as a leading independent school in the region in support of pupil recruitment in the Nursery, Prep and Senior Schools and Boarding Houses.

The role of Marketing & Communications Assistant within the School Community is a key position which will contribute to the implementation of Claremont's strategic Marketing Development Plan. The post holder will work with the Head of Marketing and Communications to help collate and generate news content and ensure that all marketing activity is widely and appropriately publicised across our online platforms and through print and digital marketing media.

Specific responsibility will be for the day to day management of the School's website, social media channels and targeted communications plan. The post holder will also develop links and partnerships with businesses and community contacts at the same time as building close working relationships with other members of the teaching and non-teaching staff.

Specific Duties and Responsibilities

Digital

- Liaise with teachers and staff to identify opportunities for engaging news stories that are 'on brand' for promotion via our website and social media channels.
- Write, commission edit and upload news content to the website and to the School's Instagram, Facebook and Twitter feeds and Youtube channel.
- Work with the Head of Marketing and Communications to develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing the School's mission, vision, values and USPs.
- Maintain up to date content on referral sites
- Assist the Head of Marketing and Communications with the management of promotional content on Hubspot

Publications

- Manage the production of the Termly Review magazine by commissioning, collating, editing, and proofreading content.
- Collate updates from Heads of department for student and parent handbooks

Advertising and Media Communications

- To draft regular press releases on school activities, events and pupil achievements, in consultation with the Head of Marketing and Communications and to submit to appropriate channels.
- Liaise with local and national newspapers, magazines and appropriate specialist publications for advertising and editorial opportunities.
- Liaise with media production departments and in-house designer to ensure print and digital copy is supplied on spec and on time.
- Liaise with marketing leads at feeder schools and provide appropriate updates on senior school news to ensure Claremont's place on the Senior School Fair circuit.

General

- To assist the Head of Marketing and Communications with the organisation of Claremont's Open House Week's and Experience days for pupil recruitment purposes, as required.
- Escort photographers and videographers on school premises, as requested by the Head of Marketing and Communications.
- To work with the Head of Marketing and Communications to develop personal links with feeder schools, key employers, local estate agents, relocation agents and developers to maximise pupil recruitment opportunities.
- Liaise with key members of staff to identify photographic opportunities and to take photographs of day to day learning activities and events at school as required.
- Operate in accordance with the School's policies and procedures as detailed on the School's website and as set out in the Staff Handbook and elsewhere, ensuring compliance with ICT Acceptable Use Policy, Photographic Policy, Safeguarding and Child Protection Policy, the School's Health and Safety policy and Privacy Policy.

In addition to the specific duties listed above, the post holder will also be expected to undertake other such reasonable responsibilities and tasks that may from time to time be assigned by the Head of Marketing and Communications.

Duties listed in this job description will be discussed with the post holder when appointed with some flexibility in order to play to the strengths of the post holder and the needs of the School.