



St. Aubyn's School

Bravely, Faithfully, Happily



Marketing Officer

Part time, permanent

Start date: As soon as possible

St Aubyn's School is seeking a Marketing Officer to join our administrative team. This is a permanent, part-time post (Monday to Friday, 20 hours a week, term time plus two weeks).

The successful candidates will have:

- Relevant marketing experience
- The ability to create high quality and engaging content for social media and web
- Experience of working with Wordpress or other content management system
- Strong communication skills with excellent written and spoken English
- An eye for detail and accuracy, in communication and planning
- Excellent organisational skills
- An understanding of, or willingness to learn, the challenges facing the independent school sector.

The successful applicant will join a friendly, enthusiastic, and hard-working team. Benefits include reduced school fees, free car parking and lunches.

Salary: £18,000 p/a (£31,500 FTE). Negotiable depending on experience.

For a full job description and to apply please visit our website www.staubyns.com (CVs alone not accepted).

Closing Date: 11.59pm, Sunday 12th May 2024

We reserve the right to appoint at any time within the advertising period

The School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974 and the amendments to the Exceptions Order 1975, 2013 and 2020, and the successful applicant will be subject to appropriate child protection screening including an Enhanced DBS check.

St. Aubyn's (Woodford Green) School Trust
A company limited by guarantee

Registered in England and Wales No. 1218766 Charity No. 270113
Registered address Bunces Lane, Woodford Green, Essex. IG8 9DU

Job description

Job title	Marketing Officer
Department	Administration
Reports to	Marketing and Admissions Registrar
Line manages	n/a
Job summary <p>The Marketing Officer is responsible for leading on the implementation of strategic marketing initiatives aimed at raising the profile and reputation of the school, and more generally for supporting the successful day-to-day operation of Marketing and Admissions at the school.</p> <p>There will be an occasional requirement for work outside of normal hours, including some Saturdays for Open Mornings, General Parent evenings at the start of the academic year, and occasional additional events or meetings.</p>	
Key duties and responsibilities <ul style="list-style-type: none">• Support the development of strategic school marketing plans and ensure their implementation and delivery• Ensure branding across the school (both external and internal content) is coherent and consistent with the school's branding guidelines• Work with the school's brand guidelines to produce and supply advertisements to local productions by required deadlines• Take ownership of website content management, ensuring the website is up-to-date and reflects the school's values and ethos• Take ownership of creation of content for the school's social media accounts• Research and explore digital marketing opportunities• Track and analyse key performance indicators (KPIs) to evaluate the effectiveness of marketing initiatives and campaigns• Prepare regular reports and presentations for the Admissions and Marketing Registrar to communicate marketing results, insights, and recommendations to school leadership• Manage and develop the school's photograph and video library, working with the staff to create new and engaging photo and video content that can be used to promote the school• Support the School Photographer with the administration of any large photography projects• Contribute to the promotion, planning and delivery of selected events such as Open Mornings and school shows.• Coordinate community events and initiatives• Work with the Marketing and Admissions Registrar and the wider Administration team to support the school's aims and objectives, including on occasion supporting the administration of admissions, entrance assessment and bursary/scholarship applications	

Safeguarding

- The postholder will be required to submit an Enhanced Disclosure and Barring Check (DBS).
- The postholder is responsible for promoting and safeguarding the welfare of all children and young persons they are responsible for, or come into contact with.

St Aubyn's policy and procedure

- The postholder is required to actively follow and abide by all St Aubyn's policies and procedures including Equal Opportunities, Safer Recruitment and Child Protection, and will maintain an awareness and observation of Fire and Health & Safety Regulations.

The postholder will carry out any other duties as are within the scope, spirit and purpose of this job description as requested by the line manager or Head of Department/Section.

If during the course of time the duties and responsibilities should change, the job description will be reviewed and amended in consultation with the postholder.

Person specification

Job title	Marketing Officer
Department	Business support

Criteria	Essential	Desirable
Qualifications <ul style="list-style-type: none"> • A minimum of 4 'GCSE 'or equivalent qualifications including Maths and English at Grade C or above • Educated to degree level 	✓	✓
Experience <ul style="list-style-type: none"> • Relevant marketing experience • Experience working in education 	✓	✓
Knowledge and skills <ul style="list-style-type: none"> • Able to create high quality and engaging content for web and print media • Understanding of social media and the role it plays in school marketing • Strong communication skills with excellent written and spoken English • Excellent organisation skills • An eye for detail and accuracy, in communication and planning • Confident IT Skills including Microsoft Word and Excel • Experience of working with Wordpress or other content management system • Able to develop good relations with external and internal customers, staff and visitors • Awareness of diversity issues and works in a positive non-discriminatory way • Able to deal with conflicting demands • Problem solving • The ability to comply with policies and procedures related to child protection and health and safety 	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓	

Aptitudes		
• Engaging attitude with parents and staff members	✓	
• Approachable, friendly, polite and professional	✓	
• Reliable and punctual	✓	
• Ability to work under pressure while maintaining a positive professional attitude	✓	
• Quick and enthusiastic learner	✓	
• Smart and tidy appearance	✓	
• Ability to work as part of a team	✓	
• Ability to work on own initiative	✓	
• Flexible approach and a willingness to contribute to the success of the Business Support team, school team and community	✓	
• Supportive of the aims and ethos of St Aubyn's	✓	
• Able to work occasional weekends or evenings as required.	✓	

Apr/2024