

JOB DESCRIPTION

MARKETING AND COMMUNICATIONS OFFICER

MARKETING TEAM, DEVELOPMENT AND EXTERNAL RELATIONS DEPARTMENT

MAIN PURPOSE OF JOB:

Reporting to the Head of External Relations, to be responsible for the communications and marketing of the Bolton School Foundation to ensure that each section is full, that the School maintains its competitive advantage in the market place and that the School's brand and ethos are successfully communicated to both its community and a wider audience.

MAIN DUTIES:

- To organise online (including websites, email marketing, paid and organic social media, search engine marketing, display advertising and other digital advertising channels) and offline (including banners outside the School, print advertising and direct mail) advertising campaigns, in liaison with external agencies where appropriate and as directed by the Head of External Relations, and to analyse and report on the effectiveness of these campaigns.
- To create and publish vibrant and engaging content (including regular news updates, event advertisements and brand building posts) across the School's social media channels (including Instagram, LinkedIn, Facebook and YouTube) daily (or other frequencies as appropriate), monitoring engagement daily and capitalizing upon any opportunities presented.
- To produce the Boys' Division annual magazine, the Boys' Division Sixth Form Leavers' Yearbook and the Foundation's annual Partnerships Report.
- To monitor the Comms team inbox daily, in liaison with the Communications and Marketing Officer and the Marketing Assistant, and respond to any marketing/communications activity requests received from colleagues across the Foundation.
- To undertake in-house filming and editing of interviews, clips, concerts and assemblies as required, in liaison with the Marketing Officer and the Marketing Assistant.
- To arrange the production of branded marketing collateral such as tote bags, pens, bookmarks etc. for admissions and retention events and activities.
- To complete regular market research, sector-specific marketing and communications best practice research and competitor analysis.
- To assist with the production of School's digital prospectuses, including booking photographers.
- To create school-specific marketing pop-up displays, flyers, posters etc.
- To optimise the School's rankings on search engines.
- To oversee the production of podcasts, virtual tours and promotional school videos.
- To complete occasional photography and writing of news stories.
- To assist in the organisation and delivery of Open Morning and other admissions events held by the Foundation.
- To comply with and promote the Foundation's Health and Safety Policies and Procedures and maintain a safe environment for pupils, staff and visitors ensuring that reasonable care is taken at all times for the health, safety and welfare of yourself and other persons.
- To be familiar with relevant policies and procedures and to take responsibility, where appropriate, for promoting and safeguarding the welfare of the children and young people in School.
- To keep up to date and comply with best practice and current legislation in admissions, marketing and data protection.
- To work flexibly as is necessary within a small team, including attending School events held at evenings and weekends.
- To perform such other duties as may be required from time to time by the Head of External Relations within the context of the job, or by the Head of Development within the context of the work of the wider External Relations department.

EDUCATION/TRAINING/QUALIFICATIONS	ESSENTIAL/ DESIRABLE	EVIDENCE Application Form, Interview, Reference
Educated to A Level standard or equivalent	Essential	Application Form
Educated to degree level or equivalent	Essential	Application Form
Evidence of continuing professional development in communications or marketing	Desirable	Application Form / Interview
KNOWLEDGE/EXPERIENCE/SKILLS	ESSENTIAL/ DESIRABLE	EVIDENCE
Experience working in a communications, marketing, media or public relations role	Essential	Application Form / Interview
Experience working in the marketing function of an educational, charitable or third-sector business	Desirable	Application Form / Interview
Experience in the effective use of social media across multiple platforms	Essential	Application Form / Interview
Experience in the creation of vibrant and engaging social media content for promotional and marketing purposes	Essential	Application Form / Interview
Experience of producing high-quality digital and print publications, at each stage (design, editing and production) of the process	Essential	Application Form / Interview
Experience of writing engagingly and accurately for different audiences and purposes, adapting tone and style as required	Essential	Application Form / Interview
Experience coordinating publications, newsletters, campaigns and news cascades	Essential	Application Form / Interview

Experience in the production of high-quality advertisements and marketing collateral for a variety of digital and print media	Essential	Application Form / Interview
Experience in the planning and execution of online advertising campaigns through a variety of channels	Essential	Application Form / Interview
Experience in the planning and execution of offline advertising campaigns	Desirable	Application Form / Interview
Experience of website management using content management systems (CMS)	Essential	Application Form / Interview
Experience of and proficient in MS Office packages and other digital and AI communication tools	Essential	Application Form / Interview
Experience of and ability to use Adobe Creative Suite and Canva	Essential	Application Form / Interview
Experience liaising with internal stakeholders, suppliers (particularly agencies, printers and designers) and media contacts	Desirable	Application Form / Interview
Experience of photography and video filming, production and editing	Essential	Application Form / Interview
Experience of conducting systematic market research and competitor analysis	Desirable	Application Form / Interview
Excellent written and verbal communication skills	Essential	Application Form / Interview
Excellent creative design skills	Essential	Application Form / Interview
Knowledge of GDPR and proven experience in handling confidential data	Essential	Application Form / Interview
Knowledge of current communication trends and audience engagement methods	Essential	Application Form / Interview

PERSONAL COMPETENCIES, QUALITIES, ATTITUDE AND BEHAVIOURS	ESSENTIAL/ DESIRABLE	EVIDENCE
Ability to work on own initiative, plan, organise and determine own workload/priorities to meet tight deadlines	Essential	Application Form / Interview / Reference
Ability to work at pace under pressure and proactively solve problems as they arise	Essential	Application Form / Interview / Reference
Excellent organisational and administrative skills with good attention to detail	Essential	Application Form / Interview / Reference
Ability to work flexibly and effectively within a team towards common objectives	Essential	Application Form / Interview / Reference
Ability to form and maintain appropriate relationships and personal boundaries with children and young people	Essential	Application Form / Interview / Reference
Passionate about the development of educational facilities and opportunities	Desirable	Application Form / Interview / Reference



TERMS AND CONDITIONS

MARKETING AND COMMUNICATIONS OFFICER

MARKETING TEAM, DEVELOPMENT AND EXTERNAL RELATIONS DEPARTMENT

SALARY
The salary will be between point 14 and point 17 (£29,501 and £31,306) on the Bolton School Support Staff Salary Scale, dependent on skills and experience.
HOURS OF WORK
35 hours per week, between Monday and Friday, annually. The normal hours of attendance will be 8.30am until 4.30pm with 1-hour unpaid lunch break per day, however these hours are flexible and will regularly involve working in the evenings during term-time, managed by using a time off in lieu system.
HOLIDAY
20 days annual holiday, additional days holiday between Christmas and New Year plus eight public holidays
LINE MANAGEMENT
Head of External Relations
PENSION
The Governors of Bolton School will offer new employees the opportunity to join the Bolton School Group Personal Pension Scheme. The employee will be given the option to choose their contribution but as a minimum all members will be required to contribute 6% of their gross earnings and the School will contribute 10%. There is the option to join the Group Personal Pension Scheme on a salary exchange basis. If you choose not to join the Group Personal Pension scheme and you fall into the category of “eligible worker” you will be automatically enrolled into the School’s alternative pension scheme, arranged via the Peoples Pension. The minimum employee contribution is 5% of “qualifying earnings” and the School will contribute 5%. Further details are available upon appointment.
OTHER BENEFITS
• Lunches will be provided free of charge on campus. • Free parking on site and an easily accessible campus with strong transport links (including being on a direct bus route). • Life Assurance cover up until the age of 65. • Access to a free Employee Assistance Programme. • Training and development opportunities will be offered. • Where appropriate fee remission arrangements will be offered for children to attend the Primary and Senior School. • In line with school policy employees will have the opportunity to arrange to educate their children from Nursery age to 6th form; all on the Bolton School campus. • Convenient, affordable, quality childcare provision will be available before and after the school day for children who are also Bolton School pupils. • Sporting and leisure facilities will be available including gym, outdoor pursuits centre, swimming pool and tennis courts.

- Ride to Work Scheme available.
- Electric Car Scheme available.
- Warm and friendly community.

An online search will be carried out on candidates who are shortlisted for interview. The search will be completed by a member of staff who is not directly involved in the recruitment process and will be based on information publicly available. The purpose of the check is to help identify any incidents or issues that have happened, and are publicly available online. Any information found that could potentially impact safeguarding or reputation will be passed to the hiring manager who will discuss any concerns with the candidate at interview before a decision is made regarding suitability.

All offers of employment will be made subject to the successful applicant providing the original qualification certificates, relevant to the position and as outlined in their application form. Identification documents will also be required including passport or picture driving licence, birth certificate, marriage certificate where applicable, current pay slip and evidence of address e.g. utilities bill, bank statement. Eligibility to work in the UK will be checked.

After the appointment is made the successful candidate will be required to complete a medical questionnaire, a check of the Children's Barred List will be done and an Enhanced Criminal Records Check will be carried out through the Disclosure and Barring Service. The School will seek two references prior to the interview.

The successful applicant will be required to complete a six month probationary period.