



SHREWSBURY HOUSE SCHOOL TRUST

JOB DESCRIPTION for the post of

Marketing Assistant at Shrewsbury House School

Shrewsbury House School Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

Primary Purpose:

This role will champion and grow the Shrewsbury House School brand in new and exciting ways, supporting the creation and roll-out of impactful and engaging marketing campaigns including social media posts, advertising, PR and digital marketing.

Reporting to:

The post holder will report to the Registrar

Key Tasks and Responsibilities:

- Developing the Shrewsbury House School brand in new and exciting ways. Supporting with the creation and roll-out of impactful and engaging marketing campaigns including advertising, PR and digital marketing.
- To support with editing of the School website and the parent portal.
- Create and post organic content on our social media channels, managing the content calendar to ensure a balanced stream of content that reflects our strategic pillars.
- Create, post and manage paid social campaigns, provide post-campaign reports highlighting key performance metrics.
- Design and create advertising material for social media and print campaigns for general marketing requirements and also Admissions events.
- Co-ordination of filming for events and messaging to parents. This is to include editing and uploading films. To liaise with the office team to ensure this communication is delivered to the relevant audiences at specific times.
- Photograph / film main events, from school events to fixtures and classroom activities, that can be showcased on social media. To liaise with teaching staff to coordinate photography and filming on a weekly basis.
- Helping with updating online profiles and advertising.
- Support of research activities as required, including relevant sector and competitor analysis and information.
- Managing the marketing database to communicate with key groups.
- Occasional evening and weekend work will be required to support all events such as Open Mornings, Sports Festivals, New Parents' Dinner, Future Schools events and other marketing events both on-site and away.

Trust

- Support the aims and core values of the Trust and adhere to all policies and procedures;
- To attend regularly and contribute to all necessary assemblies, staff meetings, etc. and to attend admissions evening events and major school events when required;
- To develop and maintain professional, productive relationships with all staff members;
- To be aware of equal opportunities and to demonstrate these principles in all aspects of work;
- To undertake any training assigned to you for the better performance of your duties;
- To understand the Trust's health and safety policy and to work within its guidelines;
- To be aware of your responsibility for promoting and safeguarding the welfare of young persons whom you have contact with during the course of your duties.

Whilst every effort has been made to explain the main duties and responsibilities of the post, employees will be expected to comply with any reasonable request from the EH to undertake work of a similar level that is not specified in this job description.

Signed: _____

Date: _____

PERSON SPECIFICATION

Essential:

- Strong written and verbal communication skills, with excellent attention to detail and ability to proof-read efficiently and accurately
- Proven ability to create good social media content
- An interest in social-first content design and creation and experience in editing websites
- Have outstanding interpersonal skills with adults and children
- Good planning and time management skills
- Good digital literacy with ability to work using Microsoft Word, Excel and database programmes
- Numeracy skills that are sufficient to the requirements of the role, e.g. ability to understand digital performance metrics
- Be organised and efficient, with an ability to prioritise, multitask and work under pressure
- Enthusiastic, self-motivated, driven and able to act on own initiative, but also happy working within a close team environment
- Have high levels of integrity, energy and discretion
- Conscientious and flexible approach
- Ability to think creatively, work independently when required and be proactive
- Confident, positive personality with an ability to engage with a variety of audiences
- Uphold and live the aims and values of Shrewsbury House School
- Willing to keep up to date with developments in the independent education sector, undertaking training as required
- Be fully committed to safeguarding and promoting the welfare and safety of children

Desirable:

- Experience of working within the education sector, preferably in independent education
- An understanding of the principles of sales and marketing

Qualifications: Educated to A level (desirable) or degree level (desirable), as well as any other relevant qualifications.

Professional background:

- Experience of working in a marketing role.
- Experience of working in a School is desirable but not essential.
- Track record of successfully promoting a brand through social media.