



Westbourne
House School
CHICHESTER

JOB DESCRIPTION

MARKETING ASSISTANT

Responsible for: supporting the Marketing team in marketing the school to a wide range of audiences, building its profile and driving recruitment locally, regionally and internationally.

Consulting with: All colleagues

Reporting to: Marketing Manager

Responsibilities of Position:

- To ensure the marketing department runs smoothly by providing strong administrative support
- To draft and edit copy website posts, marketing emails, blogs, editorials, award applications and publications
- To ensure the school website remains up to date, regularly posting news updates and supporting the marketing team to update the content of the website, as well as updating external websites with current news and data
- To gather, develop and edit content from relevant stakeholders and sources
- To be involved in SEO content creation and in implementing SEO updates to the website
- To provide back up support to the day to day running of the school's social media accounts and monitoring engagement
- To support the Marketing team in the creation of photographic and video content at school events
- To manage the delivery and development of key school publications, such as the Old Westbournian magazine and annual school magazine
- To develop and produce school promotional materials and materials for digital advertising
- To support the Marketing team with school open events, community engagements and alumni events, which are often in the evening and over weekends during term time
- To organise internal files for easy access to important marketing materials such as photos, videos and articles
- To arrange meetings, setting the agenda and taking minutes
- To support the Marketing team and Admissions Manager on discrete projects and tasks

Generic:

- Attend all statutory training that is required to work within a School.
- Be sympathetic to the school's aims and ethos.

September 2024

To be reviewed annually

- Westbourne House uses the High Performance Learning philosophy to guide all pupils in becoming good learners. The school believes that all pupils have the potential to perform at the highest level regardless of their current performance level. The Advanced Cognitive Performance Characteristics (ACPs) and Values, Attitudes and Attributes (VAAs) of HPL are the “thinking” and “behaviour” characteristic and these are delivered specifically and systematically throughout the curriculum.
- Take part in the school appraisal system.
- Be aware of and comply with, policies and procedures relating to child protection, health and safety, security and confidentiality, reporting all concerns to an appropriate person.
- All staff are to read the latest edition of Keeping Children Safe in Education (KCSIE) and sign the list in the office to confirm this has been read and understood.
- Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified.
- Staff will be expected to comply with any reasonable request from the Head to undertake work that is not specified in this job description.
- Staff are expected to be courteous to colleagues and provide a welcoming environment to visitors and telephone callers.
- This job description is current at the date shown, but, in consultation with you, may be changed by the Head to reflect or anticipate changes in the job commensurate with the grade and job title.

The duties and responsibilities of this post may vary from time to time and post holders may be expected to undertake other duties of a similar level/nature which is considered appropriate to the level of the post.

Safeguarding

Westbourne House is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All applicants must be willing to undergo child protection screening appropriate to the post, including checks with current and past employers, online checks, the Disclosure & Barring Service, overseas checks and the Secretary of State’s Prohibition List from Teaching and Management.