



ST EDMUND'S COLLEGE & PREP SCHOOL

JOB DESCRIPTION

Role title:	Marketing Officer
Reporting to:	Director Of External Relations
Hours:	8.30am – 4.30pm – Term Time Only plus two weeks (3 days should be used during the last week of the Summer Holidays)
Summary of the role:	This is an interesting and varied role working within the busy External Relations team which looks after the admissions, marketing, promotion and communication for the College and Prep and to help achieve the best marketing practice.
Start Date:	As soon as possible
Benefits	
Main duties and responsibilities:	<ul style="list-style-type: none"> • To update, develop the website and parent portal, creating engaging webpages. • To source news stories for inclusion on the website, newsletters and press. • To lead the development and production of newsletters and other forms of communication. • To lead and maintain the College and Prep social media strategy on various platforms evaluating performance and providing statistics. • Produce basic marketing and promotional materials such as posters and adverts for both print and social media. • Assist with photography/filming of events and day to day activities covering all aspects of school life at the College and Prep. • Keep parental photography permissions up to date and communicate to College and Prep. • Support the delivery of marketing communications materials including prospectuses working with design agencies where necessary. • Support the organisation of events. • Supporting the Catholic ethos of the school through marketing and communication • To work flexibly in the External relations team supporting Admissions and Alumni functions where necessary. <p>Note: The post holder will be required to work outside of normal working hours on occasion with due notice.</p>
Line management duties and responsibilities	<ul style="list-style-type: none"> • Undertake other duties of an appropriate level and nature as and when requested by the Director of External Relations or Headmaster

The College is committed to safeguarding the welfare of children, therefore, all candidates will be required to undergo an Enhanced DBS check.

We will seek references that will include questions about past disciplinary actions or allegations in relation to behaviour with children and may approach previous employers for information to verify particular experience or qualifications.