

JOB DESCRIPTION

JOB PURPOSE: The effective organisation of school events; the production and publishing of internal and external marketing material; residential trips administration; administrative support; website design and upkeep; marketing strategy; social media and ad hoc project work.

REPORTING TO: Bursar

Main responsibilities

Events organisation (in conjunction with the Bursar)

- To assist/lead with the organisation and delivery of school events including Open Days
- To contribute to the risk management of events including the drafting of risk assessments
- To co-ordinate staff involved with the event
- To liaise with the Chef Manager with regard to front of house issues
- To communicate details of events to parents and other guests
- To attend and assist with school functions

Website

- To regularly manage update and maintain the website with information, latest news, events etc.
- To monitor and analyse data from the SEO reports/ analytics to effectively promote the website and feedback information to key staff

Marketing/Publishing

- To design and create high quality internal and external marketing material in collaboration with designers where appropriate. e.g. invitations, programmes, templates and school magazine, digital newsletter
- To develop the marketing strategy for the school to actively promote the school to prospective and current parents and other organisations.
- Manage the school's advertising strategy and budget,
- To increase the schools digital presence in the marketplace
- To manage and update our social media strategy
- To regularly update and maintain the schools social media across various platforms including Facebook and Instagram ensuring accuracy and relevancy
- To utilise the most effective software and assist other staff in this area
- To regularly design and publish school content and interesting news articles on social media platforms and school website
- To ensure that the internal communications messaging and branding is consistent across all platforms and in line with external communications messaging
- Create a review cycle to ensure that all literature is current and reviewed regularly
- Record school events and features to ensure good social media coverage
- Liaise with external contacts and local press to promote the school and its activities and achievements

Trips Administration

- To be responsible for the administrative and financial aspects of all school trips (residential & overseas)
- To liaise with the Deputy Head and Party Leader on all matters regarding trips

Administrative support

- To provide administrative support to the school as required
- To send messages using the Schools messaging system, Clarion Call and to maintain the distribution lists within the system
- To contribute to the upkeep of the schools MIS (currently SIMS)
- To work collaboratively with the Clubs Administrator as required
- To maintain the alumni database

Project work

- To assist with and/or manage ad hoc projects, as required

Other Responsibilities

- To contribute to the spiritual and social life of the School and actively promote and support the Christian ideals of a Roman Catholic school.
- Participate positively in performance management and monitoring procedures
- Promote good relationships at all levels and treat with sensitivity and professionalism any confidential information concerning individuals gained in the course of a working day.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with pupils, parents and colleagues.
- Work within the school's health and safety policy to ensure a safe working environment for staff, pupils and visitors.
- Uphold the staff behaviour policy and all school policies and procedures.
- To attend in-service training appropriate to the department
- To undertake other relevant duties associated with the job purpose allocated at the discretion of the Headteacher, Bursar or other designated manager

This list provides a general summary but it is expected that the post holder will undertake any other duties commensurate with the level of responsibility of the post, as directed by the head teacher. This job description should be seen as enabling rather than restrictive and is subject to annual review.

Signed: _____

Date: _____

Person Specification

	Essential	Desirable
Qualifications and training	GCSE grade 4 or above (or equivalent) in Maths and English	Marketing qualification (CIM or equivalent)
Experience	Working in a marketing or similar role Experience of event management	Experience of working in a school
Skills/Knowledge	Strong design and communication skills with the ability to tailor design and layouts to suit the media, publication or audience Exceptional copywriting skills with a high attention to detail and creative flair Strong knowledge of social media platforms and management including Facebook and Instagram High level of computer literacy – Outlook, Word, Excel and Power-Point Understanding of Google Analytics and SEO Able to build relationships confidently and quickly with a range of stakeholders Highly organised and able to prioritise and meet deadlines Able to work effectively as part of a team and under own initiative	Working knowledge of WordPress and Canva To have a knowledge of safeguarding requirements relevant to the role
Personal Attributes	Highly motivated and resilient with a positive and enthusiastic approach Flexible in approach and able to work occasional evenings/Saturdays as required Ability to maintain confidentiality when working with sensitive information Able to remain calm when under pressure Highly articulate and confident Able to maintain professional standards of conduct, appearance, timekeeping and attendance	