

## St Hilda's School

### Roles and Responsibilities

<b>Position</b>	<b>School: Marketing Co-ordinator</b>
<b>Hours of Work</b>	Monday to Friday: 10.00hrs – 14:30hrs (hours negotiable with 30 mins for lunch) 35 weeks (34 weeks term time plus 1 week = 35 weeks pa).
<b>Main Responsibility</b>	To work, oversee, develop and implement the school marketing strategy. To be a well organised team player with the ability to work independently with excellent written and verbal communication skills along with a calm reassuring manner.
<b>Salary</b>	Pro rata salary £7,800
<b>Key Tasks and Responsibilities:</b>	
<b>Excellent Interpersonal and Communication Skills</b> To provide a good impression of the school to visitors and parents and representing professionally at external events.	
<b>Marketing</b> To co-ordinate external events and assist with the preparation of internal events; managing the relevant social media and associated PR of the school. To promote the school to parents and pupils, working closely with the Registrar to increase awareness and to maximise pupil numbers.	
1.	To produce the Headmistress's weekly newsletters.
2.	To liaise with the headmistress, staff and pupils for newsworthy items and ideas for marketing purposes.
3.	To seek out new marketing opportunities including writing the occasional news item for submission to educational magazines.
4.	To design adverts/ buy advertising /plan media events - within budgeted constraints.
5.	To update and maintain the school's website and enrichment of social media accounts.
6.	To design fliers/mailshots/banners/posters with a creative flair.
7.	To design and create programmes for events.
8.	To liaise closely with the Registrar to promote and advertise school events to parents and the wider community.
9.	To engage with and build professional relationships with the local media outlets and agencies as agreed with the Headmistress.
10.	To liaise with the Aldenham Foundation marketing team and collaborate on foundation events.
11.	To be responsible for the effective management of the school's marketing budget.
12.	To photograph and capture the vibrancy of the school during special assemblies and school events.
13.	To arrange photography shoots for individual pupils and whole school photos.
14.	To project manage the annual Prizegiving awards ceremony held at Aldenham School.
15.	To liaise with school's catering team for special events.
16.	To perform other reasonable duties as required by the Headmistress.
This job description is subject to reasonable review.	

### Person Specification:

- Excellent communication skills with the ability to interact with various people at all levels in a pleasant confident and courteous manner.
- School experience preferred but not essential.
- Experience of Photoshop or Quark would be an advantage.
- Excellent IT knowledge including MS Office and Outlook.
- Excellent organisational skills and attention to detail, being able to organise and prioritise work independently.
- Ability to meet deadlines and to work effectively under pressure with tact and diplomacy.
- Excellent telephone, administration and organisational skills.
- Friendly and professional approach when working with children
- Able to work independently but with the ability to work as part of a team.
- Willing to train and act as first aider to the school.