

## St Hilda's School

### Roles and Responsibilities

<b>Position</b>	<b>Marketing, Events and Communications Co-ordinator</b>
<b>Hours of Work</b>	18 hrs per week (days negotiable with 30 mins for lunch) 35 weeks (34 weeks term time plus 1 week = 35 weeks pa).
<b>Main Responsibilities</b>	To work with the Foundation marketing team and appointed agencies. To promote St Hilda's School and Bluebird Nursery. To be a well organised team player with excellent written and communication skills.
<b>Salary</b>	Band 2 Spine E £8,515.00 (pro rata)
<b>Key Tasks and Responsibilities</b>	
Marketing <ul style="list-style-type: none"> <li>• Liaising with the Aldenham Foundation and appointed agencies in the procurement and design of materials for brochures, advertisements, weekly newsletters, website and other materials as required.</li> <li>• To be proactive in identifying areas of school life that would warrant writing the occasional news item for submission to educational magazines.</li> <li>• To design adverts/plan media events - within budgeted constraints.</li> <li>• To design fliers/mailshots/banners/posters with a creative flair.</li> <li>• To design and create programmes for events.</li> </ul>	
Communication <ul style="list-style-type: none"> <li>• Produce the weekly newsletters for the Headmistress.</li> <li>• Maintain and support a pro-active online presence for the School.</li> <li>• Monitor the School's social media profile.</li> <li>• Develop and maintain close relationships with local businesses and associates for trips and exhibitions purposes.</li> </ul>	
Events <ul style="list-style-type: none"> <li>• Co-ordinate the administration and organisation of School events, in liaison with the Estate Manager, Housekeeper and other members of staff as required.</li> <li>• Attend key events as agreed with Line Manager.</li> <li>• Arrange the marketing of admissions events, transition activities, open days and any other events that promote the ethos of the School.</li> <li>• To arrange photography shoots of key events alongside the annual individual pupils' photographs and whole School photos.</li> <li>• To capture the vibrancy of the School through the use of various media such as photography, film and news.</li> <li>• To project manage the annual Prize-giving Awards Ceremony held at Aldenham School.</li> </ul>	
Other <ul style="list-style-type: none"> <li>• To be responsible for the effective management of the School's marketing budget.</li> <li>• To liaise closely with Line Manager, Registrar and Headmistress.</li> <li>• To liaise with School's catering team for special events.</li> <li>• To perform other reasonable duties as required by the Headmistress.</li> </ul>	
This job description is subject to reasonable review.	

## **Person Specification:**

- A personable individual with a high level of interpersonal skills, with the ability to interact with various people at all levels, in a pleasant confident and courteous manner.
- Excellent written and communication skills, with creative flair.
- Excellent organisational skills and attention to detail, being able to organise and prioritise work independently.
- School experience preferred but not essential.