



MARKETING COORDINATOR

OVERVIEW

Supported by the Group Marketing Department, the Marketing Coordinator will be responsible for delivering the School's annual marketing and PR plan to achieve pupil recruitment targets.

RESPONSIBILITIES

- Supporting the delivery of the school's annual and termly PR and marketing plans
- Helping staff to generate news stories to support the school's marketing messages
- Keeping the school's website fresh, current and engaging, posting stories regularly and ensuring diary and other information is up to date
- Building and maintaining the school's social media presence
- Assisting with the organisation of school events, including Open Days
- Managing the school's photography archive
- Supporting with the production of any regular newsletters
- Managing the collation of articles and photos for the school's yearbook
- Supporting the Group Marketing Department in producing prospectuses, flyers and other literature as necessary
- Assisting the Admissions Registrar in collecting and analysing data to assess the effectiveness of various forms of marketing
- Gathering and interpreting market research including parent surveys
- To act at all times as an ambassador for the school
- To support the smooth running of the school

PERSON SPECIFICATION

- Very personable, with excellent people skills
- Highly organised, with strong IT skills and a good eye for detail
- Self-motivated, a team player and a strong work ethic
- Highly literate with excellent writing skills
- Experience of managing websites/social media would be advantageous

REPORTING LINES

- Reports to the School Business Manager and the Group Marketing Manager

TERMS

- 24 hours per week, ideally spread over five days, but with flexibility
- Attendance at up to 3 Saturday morning Open Days, plus occasional evening events as required
- Salary dependent on experience