**Digital Marketing Assistant, Brighton Girls GDST**

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| **Job Purpose** | To assist the Director of Marketing with all marketing activities, ensuring that all communications are of the highest quality. The Digital Marketing Assistant will specifically assist with all social media, website and digital marketing initiatives geared towards meeting the school’s strategic objectives and in line with GDST guidelines. |
| **Accountable to:** | Director of Marketing |
| **Accountable for:** | No line management responsibility |
| **Accountabilities** | 1. **Social Media Management**   Oversee the day to day running of all social media channels to include Facebook, Twitter, Instagram and LinkedIn ensuring that engaging content is regularly posted and any interactions responded to in a timely manner. Produce a content plan that effectives promotes all areas and communicates key activities that occur in Nursery, Prep, Senior and Sixth Form. Build the number of followers on each channels through internal recruitment drives and also external research and monitoring of competitors’ social media channels for idea generation.   1. **Website Management**   Day to day management of the Brighton Girls website ensuring that all content is accurate but more importantly develop engaging content and add news stories on a weekly basis to ensure the site looks dynamic. Select appropriate images and write copy as necessary liasing with the website agency on developments if required, in association with the Director of Marketing.     1. **PPC and SEO Campaigns**   Act as a second point of contact for our media agency, VCCP, and be instrumental in the running of ongoing PPC and any SEO campaigns on Google Adwords or Facebook, for example. Write campaign copy and develop MPU banners as required. Understand the need for tracking and have a basic understanding of the purpose and functionality of Google Analytics and playforms such as Facebook Insights.   1. **Collateral production**   Co-ordinate the production of a prospectus for each area of the school – Nursery, Prep, Senior and Sixth Form in conjunction with the Director of Marketing and other items such as the bi-annual magazine. Write and edit copy, select images, liaise with external design agencies and printers as necessary. Assist with the development of any booklets or flyers used to support marketing initiatives or the Admissions team with curriculum based booklets either in-house using programmes such as Canva or through communicating with the relevant external agency.   1. **CRM and Email Communications**   Act as the main point of contact for the weekly newsletter liasing with all appropriate staff to collate and edit content. Build and send the template in Mailchimp on a weekly basis. Manage the Mailchimp database and also support the Admissions team in building templates to support the application and joining process. Liaise with Lettings to build our third party database for recruitment drives and ultilise email where needed to build and communicate with Brighton Girls alumnae.   1. **Event management**   Act an integral team member in the running of key admissions events such as Open Days, Open Doors, Taster Days, Masterclasses and others as they arise. Support in the promotion, execution and follow up to events from a communcations perspective.   1. **PR and Content creation**   Develop and write content to communicate the school’s activities and offer to a variety of different audiences. Work with different curriculum areas within the school to share good news stories, students’ successes and curriculum-specific promotional material to the local media. Regularly update the PR database and build relatiosnhips where possible with key publications such as Famiy Grapevine, ABC magazine, The Argus to name just a few.   1. **Campaign co-ordination**   Book promotional activities and advertising across a variety of media platforms to include; online, print, outdoor, broadcast and digital/social media and co-ordinate the production of artwork for these accordingly. Management of external relationships with agencies that facilitate these campaigns will be essential.   1. **Training & development of self**   Regularly review own practices, set personal targets and take responsibility for own self-development. |
| **General requirements** | All school staff are expected to:   * Work towards and support the school vision and the current school objectives outlined in the School Strategic Plan. * Contribute to the school’s programme of extra-curricular activities. * Support and contribute to the school’s responsibility for safeguarding students. * Work within the school’s Health and Safety Policy to ensure a safe working environment for staff, students and visitors. * Work within the GDST’s Diversity Policy to promote equality of opportunity for all students and staff, both current and prospective. * Maintain high professional standards of attendance, punctuality, appearance, conduct and positive, courteous relations with students, parents and colleagues. * Engage actively in the performance development plan (PDP) process. * Adhere to policies as set out in the GDST Council Regulations, GDST Hub and GDST circulars. * Undertake other reasonable duties related to the job purpose required from time to time. |
| **Review and Amendment** | This job description should be seen as enabling rather than restrictive and will be subject to regular review. |

**Person Specification**

**Skills base**

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| Excellent interpersonal and communications skills including the ability to relate well to people on all levels with sensitivity, tact and diplomacy | Essential |
| First class organisational and administrative skills, with the ability to remain calm under pressure and work to tight deadlines; systematic in approach to tasks | Essential |
| Evidence of a pro-active approach to planning and prioritising work, with the ability to use initiative appropriately | Essential |
| Able to maintain a high work rate and to juggle a range of tasks and competing priorities. Ability to work to deadlines, applying proactive time management strategies | Essential |
| Able to think laterally about how to achieve outcomes, you will be able to work under pressure and prioritise deadlines whilst displaying tenacity and drive to get the job done in face of obstacles | Essential |
| Ability to work on own initiative and react to competing demands | Essential |
| Excellent ICT skills e.g. confident in use of Microsoft applications, Google Drive programmes, content management systems, key social media channel platforms (Twitter, Instagram, Facebook and LinkedIn) and email software | Essential |
| Excellent command of written and spoken English | Essential |
| Excellent telephone manner and ability to deal with callers and visitors in a calm and courteous way | Essential |
| Sufficient numeracy to deal with statistical data | Essential |
| Digital marketing skills, including web, email and social media | Essential |
| Accuracy and attention to detail, specifically proof-reading | Essential |

**Knowledge Base**

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| Understanding and application of CMS, social media platforms and basic analytics packages | Essential |
| An understanding of the principles of marketing | Essential |
| Experience in data analysis in a commercial environment |  |
| Knowledge of email platforms such as Mailchimp | Desirable |
| Expertise in content creation and copywriting | Essential |
| Knowledge of safeguarding issues | Desirable |

**Qualifications/Attainment**

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| Educated to a degree level | Desirable |
| Good A levels or equivalent | Essential |
| Qualification in Marketing related subject | Desirable |

**Experience**

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| Evidence of substantial administrative experience in a complex organisation | Desirable |
| Previous experience of working in a complex, busy, service-driven environment | Desirable |
| Experience of working in a school environment | Desirable |
| Previous experience working in a marketing, communications, customer service or sales-related role | Desirable |
| Experience in building effective relationships with a range of stakeholders | Essential |
| Experience of managing a CRM database e.g. SIMS | Desirable |

**Attitude/approach**

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| Calm, flexible, approachable aptitude with a positive attitude to change | Essential |
| Honesty, energy, stamina and enthusiasm | Essential |
| Ability to solve problems, make good judgements and take decisions | Essential |
| Desire to further own knowledge of marketing platforms | Essential |
| Demonstrate commitment to the improvement and development of own performance | Essential |
| A willingness to give generously of their time to support school events and activities | Essential |
| An enjoyment of working with and being in the company of children | Essential |
| Professional but friendly demeanour in relating to all members of the school community | Essential |
| Well-groomed, with dress standards and appearance appropriate to the role | Essential |
| Flexible and able to work as part of a team | Essential |