

ST MARGARET'S
SCHOOL

Marketing and Content Creation Assistant

Full time. Salary dependent on experience

Required as soon as possible

We are seeking to appoint a Marketing & Content Creation Assistant to assist the Director of Marketing & Admissions to manage a range of marketing channels. The role will focus on engaging parents, pupils and prospects through storytelling and content creation.

You will develop St Margaret's online presence through social media, the website and digital advertising, promoting school events, activities and news.

The ideal candidate will be a talented, enthusiastic individual who can promote the St Margaret's School brand, sourcing and telling our stories to our community of current and prospective parents, pupils, alumnae and wider audiences. The ability to create high-quality content and visual imagery and build relationships across our whole community is essential.

For further information and to apply for this vacancy, please visit our website: <https://www.stmargarets-school.org.uk/work-with-us>

Application closing date: Friday 7 January at 12pm

Interviews to be held: TBC

Suitable candidates may be interviewed before the closing date and St Margaret's School reserves the right to withdraw the position if an early appointment is made.

St Margaret's school is committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. St Margaret's School is an equal opportunities employer.

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JOB DESCRIPTION

Marketing & Content Creation Assistant

Reports to: Director of Marketing & Admissions

The Role:

The Marketing & Content Creation Assistant will assist the Director of Marketing & Admissions to manage a range of marketing channels and will focus on engaging parents, pupils and prospects through storytelling and content creation. Responsibilities will include the development of St Margaret's online presence through social media, the website and digital advertising, promoting school events, activities and news.

The ideal candidate will be a talented, enthusiastic individual who can promote the St Margaret's School brand, sourcing and telling our stories to our community of current and prospective parents, pupils, alumnae and wider audiences. The ability to create high-quality content and visual imagery and build relationships across our whole community is essential, as is the ability to ensure our brand identity is consistent across all published work.

Key Accountabilities:

- Generate ideas for content and marketing campaigns;
- Manage collation of content and copywriting of the weekly stories and help to identify potential news stories;
- Support the Director of Marketing & Admissions to create daily social media posts and ensure schedules are kept up-to-date and planned in advance;
- Use the school website CMS to create pages and publish content, optimising pages and images for SEO. Review and update the school website weekly, ensuring content is accurate and consistent;
- Assist with the annual production of 1749 and The Crown, St Margaret's School publications;
- To ensure balanced representation of The Nursery, Junior School, Senior School, Sixth Form and Boarding in all published activities;
- To be involved in the planning, marketing, and delivery of events at the School and to provide administrative support for these events;
- Attend Open Days and other key events in the School calendar;

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- Support the Director of Marketing & Admissions to manage an advertising schedule, including bookings, liaising with graphic designers and supply of artwork;
- Provide a prompt and effective proof-reading service as required;
- Maintain photographic consent data across all areas of the School, updating as required.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
QUALIFICATIONS		
Educated to degree level or equivalent	✓	
A relevant marketing qualification OR 2 years' experience of marketing, communications or PR	✓	
EXPERIENCE		
Experience using Adobe Creative Suite (InDesign, Photoshop, Premier Pro)	✓	
Experience in video production and editing		✓
Experience in photography		✓
Experience working in education		✓
KNOWLEDGE AND SKILLS		
Excellent creative writing and proofreading skills	✓	
Excellent communications skills	✓	
Excellent IT skills, experience using Word, Excel and databases.	✓	
Ability to pick up new technology quickly	✓	
Ability to prioritise and manage multiple projects	✓	
Ability to create high quality content and visual imagery	✓	
Ability to ensure brand identity consistent across all published work	✓	
PERSONAL COMPETENCIES AND QUALITIES		
Ability to establish and maintain good working relationships with the whole school community	✓	
Creative flair and natural affinity for design	✓	