FARNBOROUGH HILL

WHOLEHEARTEDLY

JOB DESCRIPTION

Marketing, Communications and Events Assistant

This role will play a key part in supporting how one of Hampshire's leading independent girls' schools is seen by prospective families and the wider community.

General

- To support the aims, values and ethos of the School and to contribute to the implementation of the School's Mission Statement.
- To support the aims and objectives of the Marketing and Admissions Department and to meet objectives which lead to the achievement of those aims.
- To be accountable to the Director of Admissions and Marketing, and to perform such duties as they may reasonably direct, or the Headmistress, including some duties out of school hours.

Responsibilities include:

Event Coordination and Delivery

- Assist with the detailed planning, organisation and delivery of admissions and marketing events including Open Mornings, assessment days, taster days and outreach activities
- Prepare all associated event documentation including risk assessments and event requirements
- Distribute invitations to events, coordinate attendee responses and queries, manage reminder and follow up communications
- Liaise with colleagues across the School to gather information for events in a timely manner
- Maintain accurate records of event attendance and collate event data and feedback to support post event evaluation and improvement
- Attend and support all admissions and marketing events which may occasionally take place during the evenings or weekends

Communications

- Liaise with staff and pupils to collate and prepare newsletter content
- Support the preparation and distribution of email campaigns and monitor responses
- Distribute approved press releases
- Help maintain brand consistency across all communication channels including updates to external websites where necessary

Content creation

- Assist with the production of day-to-day School content such as concert programmes, service sheets and PowerPoint slide decks ensuring consistent application of our brand guidelines
- Assist with preparation, ordering, proofing and delivery of marketing materials, merchandise and event resources using InDesign to update and create straightforward marketing assets
- Proofread print, and digital content, for accuracy, consistency and alignment with the School's brand and tone of voice
- Support the Creative Executive with the collection of stories and content from across the School community for marketing purposes

- Draft clear and engaging social media posts for review by the Creative Executive and assist with scheduling and posting of approved social content
- Basic amendments and updates to the School's website as required

Photography

- Support the Creative Executive with straightforward photography of routine school events and basic editing and organisation of images if required, following the School's policies on safeguarding, confidentiality, data protection and photography consent
- Assist with photography shoots, equipment and logistics

Data and reports

- Assist with compiling basic reports on event feedback, website activity and social media engagement
- Maintain up to date mailing lists and contact records on ISAMS for feeder schools and community contacts
- Ensure prospective pupil records on ISAMS are updated after each event
- Handle prospective pupil and family data securely and in accordance with School policies

We're looking for someone with:

- Experience of providing high-quality administrative and logistical support in a busy team environment
- Experience of collating content, drafting copy and compiling newsletters or comparable communications
- Experience of event administration with a clear understanding of the standards required for high-quality marketing and events delivery
- Experience in social media and an interest in social media analytics
- The skills to undertake straightforward photography, image uploading and basic photo editing
- Proven computer literacy skills across core office packages and able to use (or be willing to learn) Adobe InDesign and ISAMS
- An understanding of the importance of brand identity and proven ability to apply brand guidelines to their work
- An understanding of the independent education sector and awareness of the broader issues involved in working within an educational environment
- A proactive, creative and enthusiastic approach to their work and who is reliable, hardworking with the highest standards of professionalism and a willingness to support others in their roles