PINEWOOD

Est. 1875

JOB DESCRIPTION

MARKETING ASSISTANT

Responsibility of the Role

The Marketing Assistant provides administrative support to the Head of Marketing and leads on the delivery of the school's weekly digital newsletter. The role also includes management of the school photo library and assisting with other marketing-related tasks, including updating the school website.

Full-time equivalent: £26,500 per annum

Actual Pay for hours worked: £10,928 per annum

Paid hours per week:

20 hours per week during term-time only (approximately 34 weeks per year).

Timing of the hours worked will be as agreed in advance with the successful candidate but will ideally be spread evenly across 5 mornings per week e.g. 8am - 12pm or 9am - 1pm.

Attendance at Staff Inset Days at the start of each main school term is also required (approximately 5 days per year working 8am - 4pm each day).

Please note - due to the nature of the role all hours are required to be worked on site at our School location SN6 8HZ.

Leave arrangements: The hourly rate of pay includes an element of holiday pay in line with government legislation. You are not required to work during the School Holidays.

Line Manager: Head of Marketing

Notice Period: Two months

Main Tasks

Support for the Head of Marketing

- To complete administrative tasks as directed by the Head of Marketing to support the Marketing Department.
- To provide “hands on” support for the Marketing Department as required including setting up for events.

Digital Newsletter

- To be responsible for compiling the weekly email newsletter, *The Pigeon*.
- To include the collation of photo galleries and uploading to the school portal.
- To request, proofread and edit articles and information from staff for inclusion in the weekly newsletter.

Photography & Managing the Photo Library

- To manage the school photo library, to include managing the continuous flow of images taken across the school.
- To ensure that photographs are downloaded, filed correctly and searchable for internal teams.
- To manage photo permissions for all pupils, including maintaining records and up to date parental consent forms.
- To take photos of new pupils and share with the Database Manager for upload to the information management system.
- To assist with taking photos of school events as required.

Staff Photoboard & Staff Photos

- To organise to take photos of all new employees prior to arrival at School and share these with the IT team to allow for staff ID cards to be created and the HR Assistant to allow for upload to the School information management system.
- To manage the staff photo board including adding new employees and working with the HR Assistant to confirm job titles and responsibilities.
- To update the staff photo board on a regular basis and to arrange for printing, delivery and display of the new staff photo boards as required.
- To arrange for staff to update their photos as required throughout the year.

Website Administration

- To ensure the website is kept up to date and accurate by uploading new information and photographs as required.
- To take responsibility for the School Vacancies page including uploading vacancy information quickly and efficiently as requested by the Director of HR and removing vacancies once the application deadlines have passed.
- To upload policies to the Policy page on request from staff ensuring the latest version of all policies is always the one displayed on the website.

Social Media

- To provide support to the Head of Marketing with social media, including taking photos, drafting posts on request and helping as directed.

Publications

- To select photographs for, and to assist with the production of, the School’s annual magazine *The Blue & Grey* as well as other marketing publications.

Rolling Screens

- To update as required with photographs, video and information.

Administrative Team

- To be part of the wider Administrative Team helping with administrative tasks in other areas of the School as required.

Safeguarding of Children

- All staff are responsible for the safeguarding of children in line with the School's Safeguarding (Child Protection) Policy.

Essential competencies

- Competent user of MS (Word, Excel, PPt) and Google systems.
- Competent user of Canva (or the ability to quickly learn how to use this tool)
- Ability to manage multiple projects, prioritise effectively and to work to deadlines
- Highest level of attention to detail
- Excellent interpersonal skills, with the ability to build positive working relationships with colleagues across the school
- Willing to get "stuck in" and take on all and any tasks to support the Marketing Department
- Familiar with the social media landscape to include a working knowledge of Facebook, Instagram and LinkedIn

Desirable competencies

- Experience of planning and delivering digital newsletter campaigns
- Experience in photography and creating visual content
- Familiar with WordPress
- Understanding of the Independent School sector

Employee Benefits include:

- Support Staff Pension Scheme
- Free lunch and snacks provided during term-time (as available to the children)
- Complementary coffee and tea during the working day
- Free car parking on site
- Cycle 2 Work scheme
- Staff Well-being groups and events
- Employee Assistance Programme providing free advice and support to all employees on a wide range of issues.