The Marist School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment.

Title of Role: Media & Marketing Assistant

Reporting to: Head of Marketing

Purpose of Role: Help prospective families see what life at The Marist is like, from Nursery and Prep through to Senior School and Sixth Form. You'll spend time around the school capturing everyday moments and key events, creating photos, reels and stories, and publishing them across our social media channels. Working with the Head of Marketing, you'll create, run and report on paid social campaigns, support pupil recruitment throughout the year and see day-to-day marketing requests through to completion. This role is integral to the successful development of the School.

Status of Role: Permanent, Full-time

Key Tasks and Specific Areas of Responsibility:

- Support the delivery of all aspects of recruitment campaigns around the pupil recruitment cycle e.g. admissions events such as open mornings, induction events, workshops and communications
- Capture and create – spend time across Nursery, Prep and Senior School, including Sixth Form. Build relationships with staff, spot stories independently, and shoot and edit photos and short-form video for social media, campaigns and the website. Cover everyday school life as well as key events throughout the school year.
- Run the school's social channels day to day - Maintain the content calendar, write captions, and schedule and publish posts, reels and stories. Keep a regular flow of content from across the school and check pupil image permissions before publishing.
- Deliver paid advertising and report on results – work with the Head of Marketing to create, set up, launch and monitor Meta and Google campaigns within agreed

budgets. Test creative and copy, adjust based on performance, and report on spend, enquiries or event registrations.

- Work with the Marketing and Admissions Team and external consultants on the strategic plan for marketing ensuring concepts are taken through to delivery.
- Work with Admissions to keep the pupil recruitment calendar up to date and create content for Open Days, personalised tours, Principal's Receptions and application deadlines. Publish regularly between campaigns to keep The Marist visible to prospective families throughout the year
- Maintain rigorous, dynamic and diverse media content, with timely, regular updates across all channels, including the School's website
- Maintain The Marist photo, video, and digital asset library ensuring compliance with UK Data Protection Law
- Log requests from staff, agree priorities and deadlines with the Head of Marketing, and take each brief through to delivery. This could include a website update, an event graphic, prize giving booklets etc.
- Support all aspects of Alumnae engagement
- Support the Principal's communication strategy alongside the Head of Marketing so that both external and internal communication is effective
- Compile, proofread and send the weekly eBulletin every Friday during term time to parents, carers, staff and governors.
- Publications – support and order as required brochures and other collateral
- Events – attend, capture and post to promote the school
- Administration – day to day school requirements as well as research on new advertising placements
- Reporting – weekly/monthly reports to the Head of Marketing

Other

- Adhere to the School's brand guidelines and brand style guide to ensure consistency across all marketing and communications
- Keep abreast of the latest digital marketing and social media trends and best practice
- Support the overall design of digital marketing, communications and content to maximise SEO
- Any other tasks as may be required by the Principal or Executive Team from time to time in support of the overall activities and smooth running of the school
- Undertake any additional training considered appropriate for the better performance of the role

Person Specification

Personal Attributes

- Enthusiastic and positive outlook
- Exceptional people skills, self-motivation, and the ability to relate quickly and easily to pupils, parents, staff, feeder Schools, and other stakeholders
- Team player with professional appearance and manner

- A genuine interest in social media and paid campaigns (Meta & Google)
- Proactive with a can-do attitude, motivated to deliver work with great attention to detail
- Able to demonstrate commercial awareness

Skills & Experience

- Excellent written and verbal communication skills, including strong writing, proofreading and editing abilities.
- Creative thinker with a strong eye for detail and an aptitude for photography and video creation.
- Ability to create, edit and publish engaging content for an organisation, brand or community, with examples of photography, reels or other short-form video they have produced.
- Experience using social media platforms, including Facebook, Instagram, X (formerly Twitter), LinkedIn and YouTube, ideally for marketing purposes.
- Hands-on experience setting up, monitoring and reporting on paid social media campaigns using Meta Ads Manager, making appropriate adjustments based on campaign performance.
- Confidence using Canva, CapCut and Adobe Express, alongside short-form video editing tools. Knowledge of Adobe InDesign is desirable.
- Ability to identify engaging stories, approach colleagues to gather content and see projects through to publication while managing competing priorities and deadlines.
- Ability to work independently and as part of a team in a busy, high-pressure environment, remaining calm and organised under pressure.
- Excellent IT skills, with proficiency in Microsoft 365 applications, including Outlook, Word, Excel and PowerPoint.
- Ability to follow the school's safeguarding policies and procedures, including those relating to pupil photography and image permissions.
- Experience working in a busy, customer-facing environment.
- Educated to at least Level 3 (e.g. A levels, NVQ or BTEC) or equivalent.
- A qualification in marketing or communications is desirable.
- Previous experience of working in a school environment is desirable.

This job description is representative and not necessarily a comprehensive definition of the post. Other reasonable duties may be allocated from time to time commensurate with the general character of this post and its scale point.

Safeguarding and Child Protection

The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection and Safeguarding Policy at all times If in the course of carrying out the duties of the post, the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, s/he must report any concerns to the School's Designated Safeguard Lead (DSL) or to one of the Deputy DSLs. All Marist staff must have an enhanced DBS disclosure.

Policies

All staff are expected to read and abide by the requirements of the School's policies and risk assessments which are found in the Policies & Risk Assessment Team.

Health and Safety

In accordance with the provisions of the Health and Safety at Work Act 1974 it is the responsibility of the post holder to take reasonable care for the health and safety of themself and of other persons who may be affected by their acts or omissions at work; and to co-operate with the Bursar, Operations Manager, Principal and Governors to enable them to perform or comply with their duties under statutory health and safety provision.

Appraisal

The post holder will be part of the School's appraisal scheme and will have agreed objectives for each year of service. Their Line Manager will monitor and review performance.

Professional Development

The School will support the continuing professional development of all staff. Staff are responsible for their own continuous professional development and must participate fully in training and development opportunities identified by the School.

Data Protection

The Marist School processes information about its current, past or prospective employees, applicants, current, past and prospective pupils; and their parents, carers or guardians and others who are defined as data subjects under UK Data Protection law.
Anyone who works for, or acts on behalf of, the School (including staff, volunteers, governors and service providers) should also be aware of and comply with the School's Data Protection Policy, which also provides information about how personal data about those individuals will be used.
The School takes the protection of all personal information extremely seriously and is committed to a policy of protecting the rights and freedoms of individuals with respect to the processing of their personal information.

Review and Amendment

This job description will be reviewed regularly and may be subject to modification and amendment from time to time, and the post holder may be required to undertake additional duties, as required, by the Principal.