

## Job Description – Marketing Officer:

### Purpose of job:

The Marketing Officer will work closely with the Head of Marketing, making a valuable contribution across all aspects of marketing including pupil recruitment and retention, events and advertising to prospective families. The Marketing Officer will plan, develop and deliver high-quality content which communicates the Joy and Wonder of everyday life at St Michael's Prep School to all of its stakeholders and the wider community.

### Line Manager:

- Head of Marketing

### Responsible to:

- Head of Marketing
- The Head

### Other key relationships:

- St Michael's pupils, staff and parents
- Admissions Team
- The Senior Leadership Team
- The Governing Body

### Key responsibilities:

#### Photography and Videography:

- Identify opportunities for and collaborate with staff to produce captivating photography and videography across all areas of school life
- Maintain an organised library of high-quality footage
- Use editing programmes including Canva, iMovie and Adobe suite to create unique, emotive and eye-catching photography and videography

#### Social Media and Website Management:

- Innovate, capture and edit creative content for St Michael's social media channels which include Instagram, Facebook, YouTube and LinkedIn
- Proactively update the school's social media channels to ensure consistent messaging which represents St Michael's ethos, key messages and values
- Celebrate the Joy and Wonder of Learning at St Michael's with inviting posts which showcase St Michael's unique attributes
- Utilise St Michael's social media channels to foster connections with the community
- Record detailed social media analytics, using this data to inform St Michael's marketing strategy alongside the Head of Marketing



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- Work with the Head of Marketing to create paid social media campaigns which support the school's overall marketing and admissions strategy; analyse the results of these to inform future marketing campaigns
- Edit the school's website, ensuring it is engaging, user-friendly and updated regularly to accurately reflect the school's offering
- Consistently update news and media across the website to ensure it remains current and interesting

## Publications and profiles:

- Contribute to the production of various internal and external publications, ensuring brand consistency
- Maintain and update St Michael's profiles on external websites
- Prepare publications for professional printing; communicating with an external provider to organise printing and delivery timeframes in line with project deadlines
- Produce high-quality award submissions which showcase St Michael's achievements and unique offering
- Update digital signage and email signature platforms
- Produce a weekly newsletter for the St Michael's community using CMS on the school's website, sourcing engaging stories from across the school and presenting them in innovative and memorable ways
- Maintain a strong presence for the school in the local press by regularly providing interesting press releases to a range of publications
- Build positive links with local press contacts to ensure regular coverage in newspapers, news websites, TV and radio

## Alumni:

- Manage an organised database of alumni contacts
- Update and maintain the alumni Facebook page to ensure a regular flow of current news which encourages engagement with and longstanding connection to the school
- Conduct interviews with alumni and produce newsletter features about their achievements
- Communicate with alumni about events and school news

## Events:

- Attend key events in the school calendar to capture marketing content and host special guests
- Assist with the administrative organisation and hosting of marketing events including Open Mornings, professional photography days, Senior Schools Fairs and Prize Givings

## Administrative tasks:

- The school setting and people-based nature of this role means day to day tasks may also include: assisting with printing, laminating, making tea and coffee for guests as well as assisting staff with general document editing and administrative tasks



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The postholder may be required to perform duties other than those given in this job description. The duties and responsibilities attached to the post may vary from time to time without changing the general character of the role.

