



Job Description – Marketing Gap Student

Purpose of job:

To support the Marketing and Media Manager in all aspects of marketing, events, advertising and promoting the school. To capture photographs and videos, post on social media and write articles for the website and other media outlets. The successful candidate will also help to proofread school publications and newsletters.

Line Manager:

- Marketing and Media Manager

Responsible to:

- The Director of Admissions and Marketing
- The Head
- The Head of Pre-Prep

Other key relationships:

- Admissions Officer
- St Michael's pupils, staff and parents
- Media outlets
- The Deputy Heads
- The Governing Body
- The Senior Leadership Team

Key responsibilities:

Photography and videography

- To take photographs and videos of St Michael's lessons and events, capturing the Joy and Wonder of Learning
- To edit photographs and videos of St Michael's lessons and events, using software including iMovie, InShot and Adobe LightRoom



Social media and digital artwork

- To post to St Michael's social media channels which will include selecting photographs, choosing relevant hashtags and engaging with local companies and the local, national and global community: the successful post-holder will also write creative captions and source new inspiration for posts
- To create digital artwork for St Michael's social media channels and newsletter using digital programme Canva to celebrate school activities and recruit new staff

School publications and communications

- To assist with the proofreading of school publications and newsletters including the Pre-School newsletter, booklets, Parents' Handbook, annual school magazine and after school club newsletter
- Write articles for the newsletter, website and local press, liaising with relevant staff, children and parents for key facts, details and quotes
- To communicate with parents about marketing events as well as contacting them to gain consent for photo sharing in line with our Using Images of Children Policy

Events

- Attend key events with the Director of Marketing and Admissions and the Marketing and Media Manager: assist with administration tasks during the organisation and hosting of marketing events including Open Morning, Year 2 to Year 3 Transition Morning, professional photography days and Prep Prize Giving
- The post-holder will also photograph events for social media, the website, weekly newsletter and local press as well as conducting informal interviews with children and guests for articles when required

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

