



JOB DESCRIPTION

Job Title: Digital media and Marketing Officer

Reports to: Head of Admissions and Marketing

MAIN PURPOSE

Reporting to the Head of Admissions and Marketing and working within the Admissions and Marketing team, you will be responsible for all day-to-day delivery of inspiring multi-channel marketing campaigns and material that generates leads and student applications. To work closely with the Head of Admissions and Marketing, implementing successful recruitment and retention activities and campaigns that support the growth and development of the school.

KEY RESPONSIBILITIES

- Along with the Head of Admissions and Marketing, develop and deliver a successful marketing strategy and retention strategy.
- Plan and execute all web, SEO/SEM, database social media, email and display advertising campaigns.
- Develop a rigorous, dynamic and diverse media content, with timely, regular updates
- Measure and report performance of all digital marketing campaigns and assess against goals
- Identify critical conversion points and drop off points , optimise user experience and funnels
- Be forward thinking with new ideas, design and deliver campaigns that support the pupil recruitment cycle e.g. admissions events such as open mornings, induction events, workshops and communications; evaluate emerging technologies
- Source Marist community stories to design compelling marketing content.
- Manage and develop the Principals communication strategy so that both external and internal communication is effective.

KEY DUTIES

1. Work with the Head of Admissions and Principal to lead and implement the school's marketing and communications strategies to maintain and enhance its local and national profile.

2. To manage the website and all aspects of digital marketing to improve the school's success using analytics, search engine optimisation and social media activity.
3. Implement social listening to increase awareness of activity by the school's competitors, in order to meet and exceed the quality, range and frequency of content.
4. Provide regular feedback to Head of Admissions and Principal on success of campaigns / advertising / initiatives
5. Provide and present marketing updates when required, to senior staff and Governors
6. Manage the design and production of key publications including, the prospectus, information booklets both digital and paper format and school newsletters.
7. Manage the advertisement schedule, ensuring that advertising and relevant timelines are in line with the aims of the school.
8. To coordinate the photography and production of digital content within the school.
9. To manage use of the school's branding, acting as an ambassador
10. To coordinate the production of design material for the Nursery, Prep and Senior Schools including internal artwork, displays, signs, programme, maps, booklets and presentations for various stakeholders.
11. Manage, alongside the Head of Admissions, the marketing budget so that resources are appropriately allocated.
12. Manage the Marketing Assistant, oversee all projects and sign-off the assistant's given tasks
13. Engage with Alumnae as a means of networking support and Marist community
14. Devise the annual promotional activities schedule.
15. Maintain and grow relationships with appropriate media outlets, property agencies, and business head offices.
16. Assist with co-ordinating open events and assist with key school recruitment/retention events.
17. Arrange and attend external events such as Future Schools/Which School Next? and fairs.

18. Liaise and communicate with staff and pupils to increase awareness of the schools media platforms and to ensure that a steady flow of data, news, photographs and video are provided to these platforms
19. Diligently review all pupil, parent and staff facing communications to ensure that they deliver Marist consistent brand messages.
20. Manage the schools archive materials

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

Person Specification

The successful applicant must be able to demonstrate the following criteria:

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications		
Educated to degree level or equivalent	✓	
Professional Marketing Qualification		✓
Full member of the CIM		✓
Experience		
Marketing management experience in a busy and varied role	✓	
Experience in Marketing, Digital media, Design or Communications	✓	
Proven track record of delivering projects to agreed timelines and within budgets	✓	
Experience delivering marketing campaigns and events	✓	
Experience of working within an educational setting		✓
Experience of using digital platforms effectively to boost student recruitment in an educational environment	✓	
Specialist Knowledge		
Excellent, proven experience in all aspects of marketing, engagement and design / optimising PPC campaigns on all major search engines	✓	
Experience in managing SEO/SEM, social media, display advertising and marketing	✓	
Excellent IT skills Use/knowledge of content management systems / optimising landing pages and user funnels / analytic tools / ad serving tools	✓	
Knowledge of HTML, CSS, JavaScript development and limitations	✓	
Personal Skills		
Website editing and content management skills	✓	
Meticulous attention to detail	✓	
Excellent written and verbal communication skills	✓	

Diplomatic and tactful - embracing the distinctive ethos of a Catholic Marist School	✓	
High order creative and presentational skills	✓	
The ability to deploy an appropriate communication style to different audiences	✓	
Excellent organisational, time management and administrative skills	✓	
Ability to work as part of a team, as well as being a highly motivated self-starter with the ability to use own initiative and creatively problem solve.	✓	
Strong interpersonal skills with the confidence to build rapport	✓	
Ability to multi-task, prioritise and work calmly under pressure	✓	
Comfortable in representing the school to various audiences	✓	
Flexible approach to working hours and willing to work occasionally outside routine hours for significant school events	✓	
Other		
Commitment to the safeguarding of staff and students.	✓	
Has the highest expectations of their own work, and that of others.	✓	

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