



# Blundell's

FOUNDED 1604

## WORKING AT BLUNDELL'S JOB DESCRIPTION AND PERSON SPECIFICATION

**Job Title:** Communication and Events Coordinator

**Department:** Development Office

**Report to:** Director of Development

**Date:** July 2024

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### SUMMARY OF DUTIES

To communicate to the whole school community, and its alumni, about the wide range of events, news and stories happening at Blundell's and to help the Director of Development foster closer connections and relationships with everyone associated with the School. The development office has a year-long schedule of events already organised, so the candidate will be the main person to deliver those events. They will also be comfortable with creating and distributing compelling content to engage prospective families, donors, alumni, and other stakeholders. This position requires a talented storyteller with a passion for education and the ability to convey the school's unique offerings, and the many interesting stories that come from its community through various channels.

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### DUTIES

#### Communications

##### Content Creation

- Collate and develop high-quality, engaging content for digital and print platforms, including video filming on mobile phone for social media, website, blog, social media, email newsletters, and fundraising materials.
- Collaborate with faculty, staff, students, and alumni to gather stories, testimonials, and other content assets.

##### Digital Marketing

- Implement our content marketing strategy to drive website traffic, increase social media engagement, and generate leads.

##### Social Media Management

- Manage and curate content for the Development Offices social media channels, including LinkedIn, Facebook and YouTube.
- Monitor social media trends and engage with followers to build community and foster relationships.

##### Email Marketing

- Plan and execute email campaigns during term times to promote events, and communicate news and important updates to stakeholders.

- Segment email lists and personalise content to improve open and click-through rates.

### Events

- Manage a varied calendar of events in the UK and abroad, delivering a full programme of social and promotional activities and associated tasks.
- Although many of the events are already organised, you will be required to book venues, speakers, catering, transport, IT, porters, staffing and organise the on the day logistics.
- Invite guests with personalised invitations, share on social media and publicise within our Blundell's channels (Diary, Head's Bulletin etc).
- Create customised booking forms, track and monitor RSVP's, record dietary requirements, badges and send joining instructions.
- Handle the day-to-day administration of events, including venue requirements, guest queries, food and drink orders, travel, RSVP tracking, cancellations and issue resolution.
- Record and evaluate event success and learnings.
- Stay up-to-date on industry trends and best practices in event planning and management, and incorporate new ideas and techniques into event strategies.

### Parent Committee

- Work with the Blundell's Parents Committee and coordinate a range of events during the school calendar year of varying size and style which engage parents and guardians.
- Evaluate event success and note down key learnings for the following year.

### Budget/financial Management

- Work within budget constraints and gain approval for booking decisions.
- Make sure payment options (trybooking, sum up) are clear to the guests.
- Track and record incoming and expenditure for each event.
- Evaluate success versus cost.

## **PERSON SPECIFICATION**

### Essential Qualifications and Experience

- Experience with event coordination and of the detailed requirements for successful events.
- Intermediate knowledge of working with a database.
- IT proficient, with practical knowledge of Social Media communications.
- Strong verbal and written communication skills, with the ability to deal competently, confidently and diplomatically with supporters. This includes the ability to represent the Development Office effectively to high profile individuals on the telephone and face to face.
- Excellent organisational skills with the ability to work under pressure, to multiple priorities and deadlines.
- Excellent attention to detail and a high level of accuracy.
- Willingness to be a team player, with ability to work flexibly as part of a small team, equally able to work effectively on own initiative.
- Understanding of, and commitment to, principles of confidentiality and data protection.
- Ability to compose and circulate various publications to the Blundell's community such as the monthly e-newsletter.

### Desirable

- Knowledge of Canva, Hubspot or similar CRM system.
  - Ability to update websites using a back office system.
  - Experience of editing phone videos for use on social media.
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This is not an exclusive list of duties but gives an indication of the level of ability required. All staff will be expected to undertake relevant training and may be required to update their skills.

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Please sign to acknowledge receipt of job description.

Signature: \_\_\_\_\_

Employee Name: \_\_\_\_\_ Date: \_\_\_ / \_\_\_ / \_\_\_