



Blundell's

FOUNDED 1604

JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title: Marketing Assistant – Maternity Cover 1 year (3 days per week) from March 2022

Reporting to: Director of Marketing

Role: To assist the Director of Marketing in all aspects of their job, supporting the delivery of the Strategic Marketing Plan. The role requires a wide range of general marketing skills, such as content management of websites, managing digital video and image libraries, creating and managing content for digital and hard copy publications, Social Media, Press and Publicity. Working with other departments across the Senior and Prep School, in the sharing and updating of relevant information and in the promotion of all aspects of the school internally and externally.

Core Duties:

- Assist with the gathering, creation and editing of news stories for publication on the School website, social media and printed matter including the press and The Diary.
- Manage the creation, coordination and content for digital newsletters.
- Copywriting and proof-reading of all marketing materials for use in online and offline media.
- Manage and maintain the upkeep of the School's photo and video libraries.
- Assist with the planning and running of school events, including photography and creating relevant news and content from the events.
- Assist with the implementation and development of the School's Social Media Strategy.
- Liaise, as appropriate, with staff and departments to ensure consistency of quality and branding of external communications.
- To help organise and attend County Shows and School Fairs where appropriate.
- As appropriate, provide support to the Development team in their marketing activities.

PERSON SPECIFICATION:

Essential Qualifications and Experience

- Marketing or PR experience or qualification.
- Excellent verbal and written communication skills, strong IT skills and a familiarity with marketing applications of social media.
- Ability to build strong working relationships at all levels.
- An ability to work under own initiative both independently and as part of a team.
- Good time management with the ability to work under pressure and prioritise as necessary.

Desirable

- Experience or an understanding of working in schools, preferably in the independent sector.
- Educated to degree level or similar.

Hours –9am – 5pm (some flexibility will be required in hours due to the nature of the post, including some evening work on occasions). This is a year-round post including school holidays.

Days - 3 days per week – must include Fridays, the other 2 days per week are at the candidate's discretion Monday to Thursday. (There will be some occasions when weekends will need to be worked. These will be compensated with Time off in lieu).

Salary: £13,665 pa

Four weeks paid annual leave (pro rata), to be taken during the School Holidays plus bank holidays and customary days.