



Blundell's

FOUNDED 1604

WORKING AT BLUNDELL'S JOB DESCRIPTION AND PERSON SPECIFICATION

Job Title:	Marketing Assistant
Department:	Marketing & Admissions
Report to:	Director of Marketing & Admissions
Date:	January 2022

ROLE

To assist the Director of Marketing & Admissions in all aspects of their job, supporting the delivery of the Strategic Marketing & Admissions Plan. The role requires a wide range of general marketing skills, such as content management of websites, creating video and photographic content, managing digital video and image libraries, creating and managing content for digital and hard copy publications, social media, event management, 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.

SUMMARY OF DUTIES

- Assist with the gathering, creation and editing of news stories for publication on the School website, social media and printed material.
 - Manage the creation, coordination and content for digital newsletters.
 - Copywriting and proof reading of all marketing materials for use in online and offline media.
 - Create video and photographic content.
 - 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.
 - Provide general administrative support to the Marketing & Admissions team.
 - Take reasonable care of health and safety of self, other people and resources whilst at work to comply with the School's health and safety policy, procedures and local rules.
 - Any other duties as reasonably directed by Director of Marketing & Admissions.
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PERSON SPECIFICATION

Essential Qualifications and Experience

- Marketing, Social Media or content creation 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.
- 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.

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.

Please sign to acknowledge receipt of job description.

Signature: _____

Employee Name: _____

Date: ___ / ___ / ___