



JOB DESCRIPTION - MARKETING ASSISTANT

ACCOUNTABLE

The Marketing Assistant will report to the Head of Marketing, through them, they are ultimately responsible to the Head.

KEY AREAS OF RESPONSIBILITY

To assist the Head of Marketing, Head of Admissions and the Senior Management Team (SMT) in whole-school marketing and engagement activities and in maintaining the reputation and high standards of the School.

CORE RESPONSIBILITIES

- Assist with the planning and promotion of key events, such as Open Mornings and external exhibitions, and represent the School at these events.
- Create and share engaging content across the School's social media platforms (Facebook, X, TikTok, Instagram and LinkedIn).
- Capture life at Red House by photographing School events and activities.
- Produce and edit short captivating videos to share across social media platforms.
- Keep the School website up-to-date with new imagery and content.
- Maintain and update the School's database (ISAMS) with prospective enquires. Prepare reports for the Head of Admissions and Head of Marketing.
- Assist the Head of Admissions with event bookings for promotional events.
- Support the Head of Admissions by preparing and issuing prospectus packs to families following enquiries.
- Assist in the development and growth of our Alumni Association by organising social events, creating content for the Alumni Facebook page and updating the Alumni sections on the School website.
- Assist with the data management of former pupils, via Mailchimp, and issue relevant news.
- Create visually appealing PowerPoint presentations for internal events, such as Prize Giving.
- Support the creation of School literature and programmes by collating essential information and helping to bring these materials to life.
- To provide proof-reading support for all School literature, fostering a high and unified standard for all publicity material and presentations.
- Assist with creating surveys using SurveyMonkey to gather insights and feedback.
- Distribute press releases to the local media, ensuring the School's story reaches a wide audience.
- Work closely with external print and design agencies to produce high quality marketing materials.
- Assist with developing partnerships with local businesses.
- Order and maintain supplies of branded stationary items and merchandise.
- To undertake general office administration tasks, as required.

GENERIC RESPONSIBILITIES

- Work towards and support the School vision and the current School objectives outlined in the School's Strategic Development Plan.
- Support and contribute to the School's responsibility for safeguarding pupils.
- Work within the School's Health and Safety Policy to ensure a safe working environment for staff, pupils and visitors.

- Support and contribute to the School's drive towards sustainability and environmental education.
- Maintain high professional standards of attendance, punctuality, appearance, conduct and positive courteous relations with pupils, parents and colleagues.
- Engage actively in the School's performance management process.
- Adhere to all School policies and the Staff Code of Conduct Policy.
- To undertake additional tasks or carry out any other reasonable duties as identified by the Head of Marketing, the Head of Admissions and/or the SMT/Head.

NOTES

All job descriptions for members of staff are viewed in relation to the delivery of the School's Strategic Development Plan.

Other tasks may be considered necessary by the Head in view of the changing needs/policies of the School. Some tasks may be modified, delegated or deleted as we may reasonably require in the future.