



ALDRO



**Digital Marketing
and
Communications Assistant**

Required for September 2020

DIGITAL MARKETING AND COMMUNICATIONS ASSISTANT JOB DESCRIPTION

Job Title: Digital Marketing and Communications Assistant
Line Manager: Director of Admissions and Marketing
Type of contract: Permanent, part-time 0.4 FTE (15 hours per week over five days +10 days)

Role and Purpose

The Digital Marketing and Communications Assistant will support the delivery of the school's marketing objectives and the role will provide a central focus for all communications activities across the school.

They will work alongside the Admissions Assistant on a day-to-day basis with the overall aim of increasing pupil recruitment, developing the School's reputation and ensuring the School's brand identity is reflected consistently across all marketing material.

Key Responsibilities

- Responsibility for ensuring that the school brand continues to be communicated effectively to the school's immediate and wider community and in such a way that the brand remains competitive and that the school's reputation thrives.
- Responsibility for the school's communications and to play a key role in developing and managing the school's programme of events and other activities, for the purposes of successful pupil recruitment and excellent parent relationships.

School news

- Collating, editing and managing the school news process across all media channels, including newsletters, school website and social media channels
- Attending internal school events to take photo/video and to write news reports
Delivering the half-termly newsletter AldroLink
- Producing the annual 'Old Aldronian' magazine in consultation with the OA Committee
- Supporting the Headmaster's secretary with the weekly digital newsletter to parents
- Assisting with the publication of the annual school magazine, the Aldronian
- Review point for all communications to parents from teaching staff

Marketing communications

- Input to the marketing plan
- Maintain up-to-date details of feeder school's database and distribution lists for communications
- Writing and producing materials required to support the school's marketing and communications strategies as detailed in the marketing plan
- Input into the production and updating of the school prospectus
- Providing support for Admissions in development of materials for Open Days and Admissions

Brand officer

- Guardian of the school's visual identity and logo, monitoring its implementation, in keeping with the agreed image and positioning of the school.
- Maintaining an up-to-date and comprehensive "image bank" of photographs and video of the school for a variety of promotional and display purposes.
- Managing brand area on server to include crests, standard letter templates and photography repository for all staff

Website

- Primary responsibility for managing the content of the website
- Daily review of website news pages ensuring the vibrancy of school life is accurately reflected
- Regular review of website contents to ensure the website is always up-to-date

Media management

- Managing media relationships and supporting Director of Admissions and Marketing, as required
- Responsible for delivering the advertising plan: including creation, booking and evaluation of all digital and press adverts for promotional events
- To initiate, design and edit all entries in published school guides and directories (both printed and electronic)

Events

- In collaboration with Head, Director of Admissions and Marketing and Admissions Assistant, determining calendar of key promotional events such as Open Days, New Pupil Induction etc.
- Attending internal and external project meetings as required
- Assisting with the organisation of marketing, development and other school events
- Attending marketing, development and other school events
(as a boarding school, these can often take place in the evenings and at weekends)

General

- Evaluation of the effectiveness of the school's marketing strategy, including termly preparation of a report for the SMT and the Board to inform progress against marketing targets
- The nature of the role may require some liaison with the FoAA (Friends of Aldro Association – parents' group) and wider school community at times
- The nature of this role is such that there may be requirements to attend some evening and weekend events
- Sharing with the team the covering of the front desk during holiday periods
- As a small team, assistance and cover for colleagues may also be required
- To carry out any other duties that are within the employee's skills and abilities whenever reasonably instructed

Benefits

- Salary – commensurate with the skills and experience of the successful candidate
- School lunches are available during term-time.

Closing date: 10am Wednesday 19th August 2020 (Early applications are advisable. The school reserves the right to interview and appoint before the deadline)
Interviews: Week commencing 24th August

Aldro is an equal opportunities employer and committed to safeguarding and promoting the welfare of the children and young people. We expect all staff and volunteers to share this commitment. This post requires an enhanced check from the Disclosure and Barring Service.



ALDRO

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