

Marketing and Communications Officer

Job Description

Job Title:	Marketing and Communications Officer
Responsible to/Line Manager:	Head of Marketing and Communications
Application Deadline:	29th March 2021
Main Location:	Prep School or Senior School site
Start Date:	May 2021
Hours:	Flexible, term-time only (approximately 25 hours per week)

Main Purpose

Contribute to delivering internal and external marketing and communications initiatives to help promote Claremont Prep and Senior School as a leading independent school in the region in support of pupil recruitment in the Nursery, Prep and Senior School.

The role of Marketing & Communications Officer within the School Community is a key position that will contribute to the implementation of Claremont's Marketing Development Plan. The postholder will ensure that all marketing activity is widely and appropriately publicised across our online platforms, and will primarily be responsible for the day to day management of the weekly newsletter, social media channels, the termly Review magazine, and the creation and development of content for the main school website and Alumni CRM.

The Marketing and Communications Officer will need to quickly build close working relationships with members of the teaching team to encourage consistent and timely sharing of news, imagery and film, and to commission new content.

Specific Duties and Responsibilities

Digital

- Prepare the weekly newsletter by collating, commissioning and editing content for the weekly newsletter
- Manage the production of the Termly Review magazines by commissioning, collating, editing, and proofreading content.
- Liaise with teachers and staff to identify opportunities for engaging news stories that are 'on brand' for promotion via our website and social media channels.
- Manage and generate relevant and engaging content for our Alumni CRM.
- Write, commission edit and upload news content to the website and to the School's Instagram, Facebook and Twitter feeds and Youtube / Vimeo channels.
- Work with the Head of Marketing and Communications to develop and maintain website content to ensure it is always fresh, comprehensive, up-to-date and focused on evidencing what makes Claremont so unique.
- Collate content updates from Heads of department for student handbooks and promotional publications.

Advertising and Media Communications

- To draft regular press releases on school activities, events and pupil achievements, in consultation with the Head of Marketing and Communications and to submit to appropriate channels.
- Manage the annual Communications Plan by liaising with Media owners and our in-house graphic designer to ensure print and digital copy is supplied on spec and on time, and to identify new advertising and editorial opportunities.
- Liaise with marketing leads at feeder schools and provide appropriate updates on senior school news to ensure Claremont is well represented for the Senior School Fair circuit.

General

- To assist the Head of Marketing and Communications with the organisation of Claremont Open and Experience days for pupil recruitment purposes, as required.
- Escort photographers and videographers on school premises, as requested by the Head of Marketing and Communications.
- Liaise with key members of staff to identify photographic opportunities and to take photographs of day-to-day learning activities and events at school as required.
- Operate in accordance with the School's policies and procedures as detailed on the School's website and as set out in the Staff Handbook and elsewhere, ensuring compliance with ICT Acceptable Use Policy, Photographic Policy, Safeguarding and Child Protection Policy, the School's Health and Safety policy and Privacy Policy.

Duties listed in this job description will be discussed with the post holder when appointed with some flexibility in order to play to the strengths of the post holder and the needs of the School.

In addition to the specific duties listed above, the post holder will also be expected to undertake other such reasonable responsibilities and tasks that may from time to time to be assigned by the Head of Marketing and Communications.