



Job Description

Job Title	Marketing and Events Officer
Department	CLFS
Grade	C
Location	Ashtead Park
Responsible to	Head of Communications and Marketing

Purpose of Post

The Marketing and Events Officer will work closely with the Digital Marketing Officer and the Marketing and Communications Officer, reporting to the Head of Communications. This position is situated within the wider External Relations team. The role is instrumental in the provision of a range of marketing, promotional and event support activities to raise the profile of the City of London Freeman's School nationally and internationally.

With the introduction of the Freeman's Global programme, this role will also act as a pivotal resource to provide a range of promotional materials to support the ambitions of Freeman's Global and support the development of marketing collateral for the international education partners.

The postholder will deliver key aspects of day-to-day marketing activity, including event management – cross-School organisation, delivery, pre-and post communications with attendees, post-event analysis and follow up; as well as copywriting; developing our relationship with key stakeholders; managing publications; acting as a brand ambassador; commissioning and liaison with designers and photographers; and acting as a key point of contact in the organisation of prospective family open days.

The successful candidate will be expected to play a proactive role in the whole School community.

This post will suit a highly organised, creative, innovative and ambitious individual seeking a varied role in an exciting and inspiring environment.

Main Duties & Responsibilities

1. Contribute to the development and support of the School's Communications Strategy by generating new ideas to encourage effective internal and external marketing.
2. Organise and control all aspects of the planning, organisation and on-the-day management of specific targeted external recruitment events/open days for key entry points across the School. Plan, organise and manage all aspects of the event from initial briefing, allocation of tasks across the wider Marketing and Admissions team, coordination, logistics, on-the-day management, follow up and budgeting. The postholder

Digital Marketing Officer – CLFS



will continually strive to improve and evolve the School's recruitment events in order to best present the offering and improve attendance rates and subsequent registrations for places at Freeman's.

3. Take responsibility for the marketing and promotion of the recruitment events/open days, in line with the School's wider marketing strategy, along with management of, and communication with, the attendee lists.
4. Liaise with staff across the school for the creation of marketing and promotional literature which will include, but is not limited to:
 - Prospectuses and admissions-related information for prospective families
 - Newsletters for use on the website and social media channels
 - Creation of engaging content, for publication across a range of different platforms
 - Creation of bespoke alumni and development publications
 - Creation of Freeman's Global literature, and promotional and marketing collateral related to Freeman's Global partners (as required)
5. Commission supporting literature and giveaways for all Open Events; manage the resource levels and budgets accordingly.
6. In conjunction with the wider Marketing team and Head of Communications, deliver creative solutions for marketing the School as a whole with a particular focus on promoting entry to the Junior School, Senior School, Sixth Form and Boarding along with supporting materials as required by Freeman's Global.
7. To monitor press coverage of the School, both on and off-line.
8. To liaise with staff regarding news stories emanating from their departments, and generate positive news articles for use on the web, social media, blogs and other forms of communication.
9. Write articles and take photographs of School events, for use of a wide range of promotional materials in hard copy literature and digitally.

Marketing & Admissions

10. To manage the data of attendees at open days, record details of visitors and attendees at marketing and feeder school events, and ensure that data is cleaned on the Admissions database.
11. To support the admissions team in conducting tailored tours of the School with prospective parents and pupils, as required.
12. To arrange tours of the Boarding House with Head of Boarding, as required.



General

13. To liaise with catering contractor regarding catering requirements for marketing events, entrance exams and marketing committee to ensure appropriate refreshments are organised.
14. To support the Freeman's Global team with arrangements and logistics for attendance at overseas partner student recruitment events.

Other Points

15. Actively seek to ensure that all Data is handled correctly, according to the Data Protection Act 2018, with discretion and sensitivity.
16. The post-holder's responsibility for safeguarding and promoting the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, s/he must report any concerns to the Second Master.
17. Actively seek to implement the City of London Freeman's School's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
18. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
19. To undertake any other duties that may reasonably be requested appropriate to the grade.

Revision of Job Description

According to the development and requirement of the School, job descriptions may need to be reviewed and updated periodically after consultation with the job holder.

NOTE: Much of the work of the Marketing and Admissions Office is of a confidential nature and the post holder must at all times, be aware of this and maintain confidentiality.

Person Specification

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Department	CLFS
Grade & Level	C
Trent Position Number	

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below.

Professional Qualifications / Relevant Education & Training

- Educated to a minimum of A-Level (A)
- GCSE English (first language equivalent) C/5 or above (A)
- Knowledge and understanding of marketing & communications principles (A, I)
- Knowledge and understanding of events management (A,I)
- Additional qualifications or languages are an advantage (A)
- Ability to evaluate marketing activities and generate ideas to improve their effectiveness (A, I)
- Ability to work under pressure, meet tight deadlines and manage complex projects and/or multiple events and activities. (A, I)

Experience Required, including Budget Holding Experience (if appropriate)

- Experience of working in a customer facing position, and providing an excellent standard of customer service (A,I)
- Demonstrable experience of events management (A,I)
- Experience of managing budgets (A,I)
- Experience of using databases or computer packages; IT literate (A, I, T)
- Fluency in written communications for diverse audiences to ensure effective and appropriate communication with target audiences (A, I, T)
- Excellent verbal and written communication skills to facilitate the production of marketing and other publications (A, I, T)
- Demonstrable experience of producing engaging and creative marketing collateral or communications for a range of different audiences (A, I)
- Experience of, or an understanding of, the principles of Digital marketing (A,I)
- Experience of copywriting for both hardcopy and digital channels (A, I)
- Experience of event management and working as part of a team to deliver events (A, I)

- Proven ability to foster positive and fruitful working relationships both inside and outside of the organisation, and outside the department; an ability to lead a wider project team in order to bring an event to fruition (A, I)
- Experience of working in an educational environment is an advantage. (A)

Technical Skills

- Excellent proficiency in using Microsoft Office, Outlook, Excel, Power Point (A)
- Understanding of databases an advantage to support maintenance of CRM system (A)

Other Relevant Information eg. working hours or desirables (only if applicable)

On-campus working location
Full time post (not term time only)

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

Salary Range is £27,750 to £31,550 pa inclusive of Outer London Allowance and contract hours.

Contract

The position is offered on a fixed term basis. The initial contract is for 18 months with the possibility of a permanent role in the future.

Hours of Work

Normal hours of work are 8.15am – 4.15pm, being 35 hours per week excluding lunch breaks, Monday to Friday, but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

The annual leave year runs from 1 January to 31 December each year. In a complete year you will be entitled to 24 days annual leave plus Bank Holidays. 3 days must be taken between Christmas and New Year.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Half a term by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

Employee Volunteering Programme

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.