



## **MARKETING AND DIGITAL COMMUNICATIONS ASSISTANT**

### **PURPOSE OF THE ROLE**

**Working under the direction of the Head of Admissions, Marketing and Communication to help with the delivery of promotion and marketing of the School, both internally and externally.**

- This role will involve working closely and developing positive working relationships with multiple stakeholders in particular; the Admissions Team and Teaching staff.
- To strengthen Terra Nova's distinct brand presence through all relevant marketing channels and social media, and raise awareness of the School locally, nationally and internationally
- To ensure all digital and printed content is correct and up to date and that it is advanced as both an informational news service and a marketing tool that promotes the school to its wider audience.
- To engage all internal and external stakeholders with timely, relevant and customer- focused content that showcases the unique identity of Terra Nova.

### **JOB DESCRIPTION**

#### **Main Responsibilities:**

- Assist with the development and implementation of the school's digital and social media strategy.
- Strengthen digital communications across all online platforms, including Twitter, Facebook, Instagram, LinkedIn and the school's website.
- Monitor, maintain and update content on the School's website.
- Generate content for virtual school events including devising film schedules and ensuring all parties involved are aware and available.
- Create photography and key images for events, marketing and social media.
- Assist with preparations for marketing events including Open Days and other admissions events, working closely with the Head of Admissions & Marketing and the Admissions Manager.
- Design of marketing materials; advertisement banners & posters, prospectuses, leaflets, newsletters- both printed and online.
- Assist with the gathering, creation and editing of news stories for publication on the School website, social media and printed matter.
- Liaise, as appropriate, with staff and departments to ensure consistency of quality and branding of external communications.
- Manage and maintain the upkeep of the school's photo library.

- Copywriting of new stories for use in online and offline media.
- Proof-reading of all printed and online marketing materials.
- Analyse data and create regular analytics reports from social media, the School's website and identify trends to assist with future campaigns and strategies.
- Keeping up to date on all matters, including whole school information, which relate to marketing the School. To also have an awareness of the School's competitors and to monitor their marketing (websites, social media etc)
- Other reasonable tasks in line with duties and responsibilities as requested by the Headteacher or Head of Admissions & Marketing.

### **General**

- Read, understand and comply with the School's policies.
- Behave at all times in a manner consistent with the School's ethos

### **Health & Safety**

- Read and be familiar with the School's Health & Safety procedures.
- Carry out the above responsibilities in a manner that ensures the safety and wellbeing of the post holder, pupils of the School and other staff.

*This job description is not necessarily a comprehensive definition of the post. It can be reviewed and may be subject to modification or amendment at any time after consultation with the holder of the post. This procedure is conducted by the Headteacher and overseen by a representative from the governing body in consultation with the employee. This could result in changes to the job description. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the School in relation to the post holder's professional responsibilities and duties.*