



# WISBECH

## GRAMMAR SCHOOL

Job Title:	Marketing and Admissions Assistant (Marketing)
Location:	Wisbech Grammar School
Reporting to:	Head of Marketing & Admissions
Direct Reports:	0
Safeguarding:	Wisbech Grammar School Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all its staff and volunteers to share this commitment. The post holder must be willing to undergo child protection screening, including reference checks with previous employers and a criminal record check with the Disclosure and Barring Service (DBS)
Hours of Work:	This is a Full Time 52 week contract. Working hours are 40 per week over 5 days per week. The working day will be worked between the hours of 8.30 – 5.30pm. You will be required to attend meetings that are sometimes held out of office hours (some evenings and occasionally at weekends for open events and events that market the school). You are expected to work the hours that are necessary to fulfil your responsibilities and meet the needs of the School.
Holidays:	Holiday will be taken in school holidays. All holiday dates to be agreed in advance with your line manager.
Probationary Period:	In accordance with School policy, this appointment will be subject to a six-month probationary period.
Medical Report:	The offer of appointment at Wisbech Grammar School will be conditional upon the provision of a medical report, which satisfies the School. Please note that all School buildings operate a no-smoking policy.
Pension/Benefits:	Wisbech Grammar School provides a Defined Contribution Pension Scheme to which the employer provides a 5% contribution to match the 5% employee contribution. Childcare voucher scheme is available and fee discounts for your dependent children.
Fee Remission	Wisbech Grammar provides a remission on fees for employees which can be discussed on interview



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### Role Overview

To support the Head of Marketing and Admissions in the work of the Admissions Department to increase admissions across the school and across all channels with a focus on digital platforms, with specific responsibility for updating the website and overseeing social media.

Staying plugged into emerging technologies/industry trends and apply them into school operations and activities. Analyse Admissions data to help shape campaigns and the admissions journey for prospective parents.

To be a team player supporting and working with the team through admission peaks and troughs with all admissions enquiries and follow through thereafter.

### Key Responsibilities

- Support Admissions by managing enquiries both face to face and via the telephone and on e-mail
- Update and administer the School website to ensure it is up to date and pertinent to target audiences.
- Ensure that the website is compliant, accessible and is a tool to increase enquiries and is kept up to date with the SEO.
- Make suggestions on how to ensure that the outward facing website is maintained to the highest standards.
- Liaise with the external web agency to prioritise, design and make improvements to the school website in a co-ordinated approach with the Marketing and Admissions Manager.
- Undertake and set up monthly reports using google analytics and social media to help drive campaigns to increase enquiries into the admissions pipeline.
- Guide and assist all staff in the application of the brand guidelines and corporate identity.
- Carry out research and analysis of marketing admissions data, and produce reports to guide campaigns and increase admissions.
- Co-ordinate, attend and help promote open events and other key events in the Admissions diary to ensure a maximum number of visitors to the school.
- Manage internal/external communications and develop and maintain school newsletter increasing awareness and signups on website (driving enquiries).
- Provide publication and branding assistance to all staff as required.



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- Support School Publications such as Riverline, Scholarship brochure to oversee content and images.
- Maintain and compile a continuous stream of newsworthy items showcasing the breadth of school activities and achievements reinforcing the school's ethos, photography, producing blogs, video content and articles to support inbound marketing strategy.
- Support the schools' social media channels, including Facebook, LinkedIn, Twitter, and other relevant platforms
- Engages in social media presence creation on new and emerging social media platforms
- Create dynamic written, graphic, and video content to support the website, social media and key publications
- Design artwork for internal and external publications in line with brand guidelines
- Creates content that promotes family interaction, increases family presence on school site
- Assists social media management with large projects, events, and community management
- Write and issue press releases as required on key events and achievements across the school
- To undertake other tasks, as commensurate with the grade of the post and as required by the Head of Marketing & Admissions or members of the Senior Management Team

### Essential Qualities

- Excellent interpersonal and communication skills, with ideally experience of working in a commercial environment.
- The ability to work with multiple stakeholders.
- Experience of using design software and producing artwork to a high standard
- Commitment to the priorities and values of the School
- An ability to work flexibly and react of the demands of the pace of school life
- Effective communications skills and the ability to work with staff at all levels

### Desirable Skills

- The ability to manage a busy workload and achieve deadlines
- Be a team contributor player and also have the ability to use your initiative and work as an individual



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### **Data Protection**

In the course of employment at Wisbech Grammar School, staff may have access to confidential information relating to pupils and their families and are required to exercise due consideration in the way they use such information. Staff should not act in any way which might be prejudicial to the School's interest. Information which may be included in the category covers both the general business of the school and information regarding specific individuals. A strict code of confidentiality must be adhered to at all times. Wisbech Grammar School is registered under the Data Protection Act 1984 and 2018 and staff must not at any time use the personal data held by the school or disclose such data to a third person.

### **General:**

This job description is provided to assist the post holder to know their principal duties. It may be amended in consultation with the holder without change to the level of responsibility or remuneration appropriate to the post.



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Attributes	Essential Qualities	Desirable Qualities
Qualifications	<ul style="list-style-type: none"> <li>Degree level or equivalent in any Subject</li> <li>Maths and English GCSE</li> </ul>	
Knowledge	<ul style="list-style-type: none"> <li>Knowledge of Microsoft office, particularly Word, and photo editing programs</li> <li>Understanding of social media software</li> <li>Digital marketing principles across multiple platforms Awareness of Child Protection and committed to safeguarding children</li> </ul>	<ul style="list-style-type: none"> <li>Understanding of the media</li> <li>Understanding of marketing principles</li> </ul>
Skills & Abilities	<ul style="list-style-type: none"> <li>Collaboration</li> <li>Exceptionally strong copywriting Skills</li> <li>Excellent written and verbal communication skills and proofreading ability.</li> <li>A passion for detail</li> <li>Creative and innovative</li> <li>Ability to manage own workload, meet deadlines and work to preset timescales</li> <li>Work in a fast paced environment</li> <li>Professional approach and manner at all times</li> <li>Experience of working with website CMS, Google analytics, e-newsletters.</li> <li>Ability to compile, analyse and interpret data</li> <li>The successful applicant must be flexible – the nature of the post may necessitate work outside normal working hours</li> <li>The successful applicant will embrace opportunities to learn new skills</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>Marketing and communication experience across all disciplines</li> <li>Producing copy for defined audiences</li> </ul>	<ul style="list-style-type: none"> <li>Experience of working in a media or marketing environment</li> <li>Experience of web management systems</li> <li>Experience of desktop publishing programs</li> </ul>
Equality	<ul style="list-style-type: none"> <li>Understanding of, acceptance and commitment to the principles underlying the equality of opportunity for all.</li> </ul>	