

Role Profile: Marketing Assistant

Purpose

Reporting to the Marketing Manager, the Marketing Assistant will play a crucial role in supporting the marketing activity for the four schools in the Downsend Group.

You will be an ambassador for the School, understanding the Downsend brand and how to communicate this effectively to prospective parents.

The role will support the implementation of a wide array of marketing initiatives across multiple online and offline channels.

Key Accountabilities

Marketing Management

- To work with the Marketing Manager to devise and implement marketing campaigns that promote Downsend School to its many stakeholders.
- To support and assist with exciting and innovative marketing activity, both online and offline.
- To manage website content (via wordpress CMS) to ensure it is accurate, relevant, engaging, utilising best practice techniques.
- To understand how to manage, analyse and develop data reports from marketing campaigns and activity.
- To develop a personal rapport with local stakeholders and key marketing contacts to capitalise on exposure for the School.
- To support the Admissions Team in planning and organising pupil recruitment and marketing events, registering and welcoming parents, ensuring that all required materials are delivered, and parents receive excellent customer service.
- To support the administrative requirements of the Marketing Team to include the maintenance of marketing boards across the Main Site and ensure that marketing materials are available across the School, helping with day to day admin tasks as required.
- To work with the Marketing Manager to deliver content for: collateral, website, press releases, social posts as described in the operational plan.
- To manage the compilation and implementation of internal communications such as: The Downsend Times e-newsletter, Sports e-bulletin and social media posts.
- To work with the Head of Marketing (South) and the Marketing Manager to build an effective, innovative Marketing Team that delivers high quality activity.

Safeguarding Responsibilities

- To comply with safeguarding policies, procedures and code of conduct
- To demonstrate a personal commitment to safeguarding and student/colleague wellbeing
- To ensure that any safeguarding concerns or incidents are reported appropriately in line with policy
- To engage in safeguarding training when required

Cognita Schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, volunteers and other third parties to share this commitment. Safer recruitment practice and pre-employment background checks will be undertaken before any appointment is confirmed

Signed: **Name (print):**

Date:

Person Specification

Skills	<ul style="list-style-type: none">• Excellent written and verbal communication skills• Excellent people skills with the ability to interact confidently in person and on the telephone with multiple stakeholders• A strong service ethic with the desire to deliver a high standard of customer service within the role• Outcome focussed, concerned with results• Good ICT skills (e.g. Word, Access, Excel, PowerPoint, cloud based databases, website CMS, social media platforms)• The ability to work with data to aid decision making (Google Analytics an advantage)• Strong attention to detail• High level of personal organisation skills• Flexible attitude – as no two days are the same and the workload varies through the school year• It is anticipated that the successful candidate will be educated to at least “A” level standard and have experience of working within a marketing role• Affinity with children, parents and all staff• Well- presented and of smart appearance
Other	<ul style="list-style-type: none">• Enthusiasm• Initiative• Discretion and integrity• Reliability• Collaborative approach as well as ability to work independently• Ability to work in a fast-moving environment managing conflicting demands and priorities therefore efficiency, flexibility and adaptability are essential• Perform any other duties, as required regularly or occasionally, to ensure the smooth running of marketing and admissions and the schools.• Ensure a thorough awareness and practical application of the policies and procedures for Downsend School• A willingness to work occasional weekends/evenings for the purposes of Open Events.

Key Stakeholders:

Internal – UK Marketing Team/ SSC

External – Third Party Contractors