



QUEEN'S COLLEGE PREPARATORY SCHOOL

JOB DESCRIPTION

MARKETING ASSISTANT

Line Manager: Headmistress

Salary: £27, 286 per annum

This job description sets out the main roles and responsibilities of the Marketing Assistant at QCPS.

JOB ACCOUNTABILITIES

The Marketing Assistant's chief aim is to successfully create and implement a marketing and digital communication strategy for Queen's College Preparatory School. In the future, the role may be expanded and adjusted to provide additional support for Queen's College, London (the Senior School).

KEY RESPONSIBILITIES

Strategy

- Plan, build and implement the overall marketing strategy including digital marketing in consultation with the Headmistress
- Develop brand guidelines for the school in consultation with the Headmistress
- Act as a brand ambassador and guardian
- Establish reporting to monitor feedback and evaluate effectiveness of the school brand
- Develop the regional profile of the School in support of the marketing strategy
- Carry out market analysis and identify upcoming trends, opportunities and challenges

Pupil Recruitment

- Create and implement a pupil recruitment development plan
- Increase pupil admissions through the implementation of effective marketing activities
- Anticipate pupil admissions trends

Digital Marketing

- Strengthen the school's digital brand presence
- Update and maintain the website using the content management system, posting stories regularly and ensuring diary and other information is up to date
- Build, develop and maintain the school's various social media channels in accordance with the social media guidelines
- Remain up to date with the latest technology and best practices
- Track and analyse SEO and Google Analytics data
- Design adverts and seek opportunities for cost effective online advertising
- Track media coverage and competitors' activities
- Collate articles and photos for the school's yearbook and other publications

Event Management

- Organise key events such as Open Mornings and Prize Giving
- Design programmes etc for key school events
- Photograph and film key school events
- Create the annual Prize Giving film
- Send digital invitations to parents and guests at school events, and track responses

External Relations

- Develop and implement a school alumnae programme (to include fundraising activities in due course).
- Develop and support relationships with feeder nurseries
- Generate weekly e-newsletters

Promotional Activities

- Design flyers, adverts, banners and small promotional brochures
- Create marketing displays and literature
- Design and publish the termly school diary
- Seek promotional opportunities and events
- Source and design merchandise

Budgeting

- Prepare and manage the marketing budget

Other marketing and administrative tasks as appropriate to the role.

KEY EXPECTATIONS

All staff are expected to:

- Be aware of and committed to the ethos and values of QCPS
- Take an active role in the development and implementation of school policies and in the whole life of the School
- Ensure that there are equal opportunities for all
- Follow school procedures as outlined in the staff handbook
- Be fully committed to safeguarding and promoting the welfare of children

SIGNED BY POST-HOLDER _____

SIGNED BY LINE MANAGER _____

DATE TO BE REVIEWED _____