



# Job Description and Person Specification

**The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.**

<b>Job Title:</b>	<b>Digital Marketing Executive</b> – one year Fixed Term Contract, 0.8 part time, all year round, reporting to Marketing Manager FTC to cover maternity leave (due to run from 1 September 2025 to 31 August 2026).
<b>Summary of the role:</b>	The Digital Marketing Executive is primarily responsible for planning, managing and auditing Sidcot’s online presence, to deliver the School’s commercial, academic and Quaker aims. This is a key role in the School’s overall marketing and communications strategy, focussing on engaging prospective parents and pupils through effective digital media channel management. Responsible for delivering outstanding social media content, developing website content and supporting our digital marketing, the role will also provide ongoing support to the Marketing Manager as required.
<b>Main duties and responsibilities:</b>	<ul style="list-style-type: none"> <li>- Overseeing all of the School’s social media platforms – Facebook, Twitter, Instagram, LinkedIn (and monitoring trends across other social media platforms). Working with colleagues from across the School to generate content ensuring that the message and tone fits with the School brand.</li> <li>- Working to the School’s strategic social media plan that ensures a focus on the recruitment and retention of students, in line with the Departmental and School Marketing Plan. Evaluating and reporting on the success of this plan.</li> <li>- Monitoring the School’s online presence and responding to queries and reviews where appropriate, escalating to the Marketing Manager and Senior Management where necessary.</li> <li>- Actively researching digital content opportunities and trends that would enhance the aims of the Marketing Plan.</li> <li>- Providing photographic and videography support, using video editing skills to create compelling content.</li> <li>- Managing a media library providing an up-to-date central reference point for photography and videos.</li> <li>- Proactively managing the content of the School website using the content management system, identifying areas for further development and ensuring all content remains accurate and up-to-date.</li> <li>- Writing copy and editing news stories for the School website and weekly newsletter. Using Mailchimp and/or other mailing tools, to compile and send the School Newsletter to parents.</li> <li>- Taking responsibility for sending clear and accurate communications to parents through a weekly bulletin and parent emails, as directed by the Marketing Manager.</li> <li>- Being an ambassador of the School with a professional approach to all aspects of the role.</li> </ul>



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You may also be required to undertake such other comparable duties as the Marketing Manager or Director of Marketing may require from time to time.			
<b>Person Specification</b>  <b>The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.</b>			
	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
	These are qualities without which the Applicant could not be appointed	These are extra qualities which can be used to choose between applicants who meet all of the essential criteria	
<b>Qualifications</b>	<i>The professional, technical or academic qualifications that the Applicant <b>must have</b> to undertake the role or the training that they <b>must have</b> received</i>  Relevant experience of digital marketing, ideally in a customer-focused industry	<i>The professional, technical or academic qualifications that the Applicant <b>would ideally have</b> to undertake the role or the training that <b>they should ideally have</b> received</i>  Degree level qualification or other marketing qualification e.g. CIM digital marketing diploma  Experience of working within the Education sector  Evidence of continuous professional development in marketing	Production of the Applicant's certificates  Discussion at interview  Independent verification of qualifications



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<b>Experience</b>	<p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to predict</b> success in the role</i></p> <ul style="list-style-type: none"> <li>• Proficient use of all Microsoft Office software</li> <li>• Experience of working with external agencies to deliver digital marketing services</li> <li>• Previous experience of generating content and management of a brand's online presence</li> <li>• Experience of managing all social media platforms and website content management system</li> <li>• Efficient and accurate with a strong attention to detail</li> <li>• Basic video shooting and editing</li> </ul>	<p><i>The categories of work or organisations, types of achievements and activities that would be likely <b>to contribute to</b> success in the role</i></p> <ul style="list-style-type: none"> <li>• Knowledge of independent school sector</li> <li>• A working knowledge of Adobe Creative Suite including InDesign</li> </ul>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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	skills to enable the generation of content for YouTube and social media		
<b>Skills</b>	<p><i>The skills <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"><li>• Excellent communication skills, polite and professional manner with prospective families and other departments within the School</li><li>• An excellent command of written English including strong accuracy and attention to detail.</li><li>• The ability to put together a strategic digital marketing plan for use of all social media</li><li>• An ability to write well, understanding the audience and adapting tone appropriately</li><li>• An ability to prioritise a demanding, pressurised and variable work load</li></ul>	<p><i>The skills that would <b>enable</b> the Applicant to perform effectively in the role</i></p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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	<ul style="list-style-type: none"> <li>• The ability to work well independently when necessary as well as part of the Marketing &amp; Admissions team</li> <li>• Influencing skills – ability to influence staff at all levels and provide a friendly and professional approach to parents</li> </ul>		
<b>Knowledge</b>	<p><i>The knowledge <b>required</b> by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• Up to date knowledge of digital marketing. This includes previous experience of websites and content Management systems, social media for business, analytical capability (ideally including previous use of Google Analytics, Google Ads and social media monitoring and scheduling platforms.)</li> </ul>	<p><i>The knowledge that would <b>enable</b> the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> <li>• An understanding and appreciation of the Independent School sector and the benefits of a private education.</li> <li>• Having worked in an educational establishment would be an advantage.</li> </ul>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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<p><b>Personal competencies and qualities</b></p>	<p><i>The personal qualities that the Applicant <b>requires</b> to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people</i></p> <ul style="list-style-type: none"> <li>• Supportive of the Quaker ethos and principles</li> <li>• A capacity to communicate with empathy and meaning to prospective parents the ethos of Sidcot School and articulating what is different about the education delivered.</li> <li>• Neat and efficient, presentable and flexible with a strong belief in customer service.</li> <li>• A proactive and confident approach with high levels of creativity, energy and stamina, an ability to communicate with staff, pupils and parents as well as external organisations</li> </ul>	<p><i>The personal qualities that would <b>assist</b> the Applicant to perform effectively in the role</i></p> <p>A good team player with a flexible, industrious attitude that supports the rest of the team, shows initiative and works positively under pressure.</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
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