



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.

Job Title:	Digital Marketing Executive – full time, all year round, reporting to Head of Marketing
Summary of the role:	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 improving our digital marketing, the role will also provide ongoing support to the Head of Marketing as required.
Main duties and responsibilities:	<ul style="list-style-type: none"> - Overseeing all of the School’s social media platforms – Facebook, Twitter, Instagram, LinkedIn (and monitoring trends across other social media platforms). Working with colleagues and students from across the School to generate content ensuring that the message and tone fits with the School brand. - Creating a 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. - Monitoring the School’s online presence and responding to queries and reviews where appropriate, escalating to the Head of Marketing and Senior Management where necessary. - Actively researching digital content opportunities and trends that would enhance the aims of the Marketing Plan. - Providing photographic and videography support, using video editing skills to create compelling content. - Managing a media library providing an up-to-date central reference point for photography and videos. - 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. - 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. - Taking responsibility for sending clear and accurate communications to parents through a weekly bulletin and parent emails, as directed by the Head of Marketing. - Being an ambassador of the School with a professional approach to all aspects of the role. <p>You may also be required to undertake such other comparable duties as the Head of Marketing may require from time to time.</p>



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	Essential	Desirable	Method of assessment
	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	
Qualifications	<p><i>The professional, technical or academic qualifications that the Applicant must have to undertake the role or the training that they must have received</i></p> <p>Degree level qualification or other marketing qualification e.g. CIM digital marketing diploma</p> <p>Relevant experience of digital marketing, ideally in a customer-focused industry</p>	<p><i>The professional, technical or academic qualifications that the Applicant would ideally have to undertake the role or the training that they should ideally have received</i></p> <ul style="list-style-type: none"> • Experience of working within the Education sector • Evidence of continuous professional development in marketing 	<p>Production of the Applicant's certificates</p> <p>Discussion at interview</p> <p>Independent verification of qualifications</p>



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



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<p>Skills</p>	<p><i>The skills required by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> • Excellent communication skills, polite and professional manner with prospective families and other departments within the School • An excellent command of written English including strong accuracy and attention to detail. • The ability to put together a strategic digital marketing plan for use of all social media • An ability to write well, understanding the audience and adapting tone appropriately • An ability to prioritise a demanding, pressurised and variable work load • The ability to work well independently when necessary as well as part of the Marketing & Admissions team 	<p><i>The skills that would enable 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"> Influencing skills – ability to influence staff at all levels and provide a friendly and professional approach to parents 		
Knowledge	<p><i>The knowledge required by the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> 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.) 	<p><i>The knowledge that would enable the Applicant to perform effectively in the role</i></p> <ul style="list-style-type: none"> An understanding and appreciation of the Independent School sector and the benefits of a private education. Having worked in an educational establishment would be an advantage. 	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>



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<p>Personal competencies and qualities</p>	<p><i>The personal qualities that the Applicant requires 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"> • Supportive of the Quaker ethos and principles • 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. • Neat and efficient, presentable and flexible with a strong belief in customer service. • 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 	<p><i>The personal qualities that would assist 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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