



Radnor House
— TWICKENHAM —
Great Teaching, Genuine Values

Job Description

Digital Marketing, Media and Communications Officer Full-Time 8.30am to 5.00pm Monday to Friday

To start as soon as possible

Line Manager: Director of Admissions and Marketing

Purpose

To work within the Admissions and Marketing Team and reporting directly to the Director of Admissions and Marketing:

- Work with the Director of Admissions and Marketing to take the lead in all aspects of marketing and communications, contributing to, and implementing strategies, that raise the profile of the school to drive the recruitment of new pupils for the move to Kneller Hall
- To promote the school to internal and external stakeholders, including prospective and current parents and pupils, alumni, feeder schools, staff, and local organisations.
- Capture and maximise the advocacy of our current pupils, parents and staff.
- To work with external agencies to launch and maintain the marketing campaign for Kneller Hall School.
- Assist and deliver, in conjunction with the Director of Admissions and Marketing, all aspects of marketing, including the website, social media channels, media creation, digital advertising, public relations, school prospectus and other multi-media.
- Collaborate with and support the department deliverables at peak times during the admissions process.

Key Tasks to include:

Marketing

This role will allow the successful candidate to help drive digital and print marketing for the school and will suit an individual that is happy to work closely with the Director of Admissions and Marketing, but who can also be autonomous and bring their own initiative and ideas to the role to maximise recruitment of new pupils and support the retention of existing pupils.

- Create exciting visual content in a variety of formats for publication on school platforms; such as video, photos, promotional booklets, social media posts.
- Supporting the production of short films as a videographer.
- Be a photographer for events and on a day-to-day basis, capturing the essence of school life.
- Curating and maintaining a digital image library.
- Support the Director of Admissions and Marketing in brand guardianship, ensuring that the vision and values, tone of voice and visual identity are consistently embedded across all areas of the school.
- Design brand assets for the school. Create print and online publications to capture the ethos of the school; including design and production of print and online collateral such as curriculum booklets, school prospectuses, Performing Arts Programmes etc.
- Responsible for the management and delivery of all digital campaigns.
- Maintain and manage the social media calendar, ensuring regularity of posts, liaise with key stakeholders to ensure content is delivered and attend key events and activities to capture images.

- Create social media posts across all platforms that are, relevant, timely, captivating and consistent with the school's branding, ensuring a regular stream of relevant content daily.
- Support the management and development of the website to ensure content is up to date; liaise with stakeholders to ensure their content is relevant and engaging.
- Assist the Director of Admissions and Marketing in achieving effective media coverage across all platforms.
- Liaise with school staff to identify stories and achievements; plan photo and video opportunities.
- Create written content for press releases and news features, stories, and blogs on the website.
- Manage the email marketing platform (Mailchimp) – content design, scheduling, and analytics.
- Act as department liaison for external stakeholders, including creative and media agencies and other third parties.
- SEO management - to ensure content is SEO friendly and optimised.
- Support the Director of Admissions and Marketing in compiling marketing metrics reports for evaluation and interpretation by the Senior Leadership Team and Governors;
- Assume other duties which may be required or delegated by the Director of Admissions and Marketing.
- Stay updated on marketing and education industry trends and adapt activity as guided by the Director of Admissions and Marketing to optimise outcomes.

Events

- To work closely with the rest of the Marketing and Admissions team in the planning, marketing, and delivery of events.
- Attend and assist at parental engagement events such as Open Mornings, Assessment Days, School Tours and Sixth Form Open evening and other key events in the school calendar such as feeder school events, alumnae engagement events, etc.
- To provide marketing support for external and internal events.

Admissions

- Work with the admissions department to support at key times such as admissions assessments and activities.
- Take enquiries over the phone and engage new parents.
- Liaise with admissions team for key marketing messages and ensure that all marketing is delivered to support the admissions process.
- Assist in the organising and running of assessment days and taster days.
- Prepare packs of information to new school entrants (induction booklets, parent information handbook, clubs' booklet, etc.).
- Assist with Open Morning and Parent events, including, production of materials, signage, and the organisation of refreshments.
- Attend all Open Days, assessment days and ad-hoc Evenings where required.
- Support in the administration of examination, taster and induction events for all admissions.

Other Considerations

Attendance will occasionally be required to support admissions and marketing events during some evenings and weekends (time off in lieu will be given for weekend working) for example:

- A minimum of Three Open Days per annum on Saturdays
- 11+ Assessment weekend in January – attendance on both Saturday and Sunday required.
- Two Sixth Form Open evenings, one in the Autumn and one in the Spring Term.
- Attendance required for ad-hoc marketing events in the evening on and off site, approximately ten in a year.
- Flexible to work late/start early where required to finish tasks to a deadline.

For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Educated to degree level or with equivalent. 	<ul style="list-style-type: none"> Industry qualification/degree in a marketing or media subject (multimedia, marketing, graphic design.)
Knowledge/ Experience	<ul style="list-style-type: none"> Outstanding computer literacy with excellent knowledge of MS365 packages. Proven working experience of full suite of Adobe Software and/or other design software. Use of Canva for design of social media and publishing content. Experience of social media management and the ability to create and deploy a variety of content for different platforms: Instagram, Facebook, Twitter, LinkedIn Website content creation and management. Minimum of two years' experience of working in a consumer or service environment, preferably within a customer focused marketing role. 	<ul style="list-style-type: none"> Knowledge of the Independent School Sector. Event management. At least two years' experience with a digital portfolio creating digital, multimedia content. Scheduling software such as Hootsuite, Buffer, TweetDeck.
Skills	<ul style="list-style-type: none"> Confident and skilled in photography and videography. Excellent interpersonal skills and communication skills with the ability to build rapport and liaise persuasively with all stakeholders; Academic, Support staff, parents, pupils, feeder schools, and prospective families. Ability to work under pressure, plan and prioritise workload to meet deadlines. Acute attention to detail with an optimistic, and driven attitude. Exceptional command of the English Language with the ability to create exciting content and proofread copy for grammatical and content correction. First class organisation and administrative skills. Enthusiastic with a good sense of humour. A clear understanding of customer service with an enthusiastic, professional, helpful, and friendly approach. Enjoys working with children. 	<ul style="list-style-type: none"> Working knowledge of Photoshop, InDesign and or Premiere Pro for editing of video and photographs, or willingness to independently train via online courses. Experience of Mailchimp. Knowledge of CRM technology. Proficient with live event streaming. Good analytical skills. Working knowledge of SEO and Google Analytics.

Attributes	<ul style="list-style-type: none"> • Happy to work as part of a small team, taking initiative and sharing workload with colleagues as the situation demand. • Calm under pressure. • Strictly confidential. • Willingness to work flexibly within the needs of the role, including occasional weekend and evening work. • Self-motivated with the ability to take initiative and a 'can do' attitude. • Understanding and supportive of the aims and ethos of co-educational independent education. 	<ul style="list-style-type: none"> • The ability to listen and engage with people in person, by email and on the phone with warmth and discretion.
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Radnor House is an Equal Opportunities employer, committed to safeguarding and promoting the welfare of children. Screening, including an Enhanced DBS Check, is routinely carried out on successful applicants. Our Safer Recruitment Policy can be downloaded from the "Directory of Policies" page of our website.