

Wellington School Job Description



Job Title	Digital Media and Marketing Specialist
Job Purpose	Working as a key member of a busy marketing function : To provide high quality social media content, produce school publications, develop external admissions pathways, and, assist with film and photography of school events.
Reports To	Marketing Manager
Key Working Relationships	Head of School, Senior Management Team, Marketing Manager, school teaching staff and pupils. External relationships include Former Pupils, commercial suppliers and external admissions contacts.
Salary / Grade	£25,480 Full Time Equivalent (£14 per hour) Term Time Only with two additional weeks plus 5.6 paid holiday weeks.
Working Hours & Pattern	21 hours per week (.6 FTE) to be worked across an agreed 4 or 5 day working pattern. The nature of the role makes a flexible approach to work essential.

Responsibilities

- To create and produce imaginative and engaging social media content, highlighting every aspect of school life.
- Scheduling and publishing of social media content across all platforms. (Currently Instagram, Facebook and LinkedIn).
- Identifying, shaping and publishing compelling promotional content for school online and printed social media.
- Filming, editing and publishing of reels from school events.
- Writing and editing copy for the school magazine (The Turret).
- Bi Annual composition and publication of The Turret magazine, with guidance from the Marketing Manager.
- Assisting and supporting school events. Including school shows, concerts, sports day and speech day.
- Supporting and promoting school admissions processes and open events.
- Maintaining school web site content, with guidance from Marketing Manager.
- Deputise for Marketing Manager when required and support all other areas of the school marketing function as reasonably required by the Head of School.

Skills Knowledge and Experience

- Previous experience in Digital Marketing in a commercial or 3rd sector environment is essential.
- Professional education to a minimum of HND in a specialist or related marketing discipline is expected.
- Demonstrable experience across a range of relevant software and editing packages is required. To include : Canva, Adobe InDesign, Adobe Illustrator, Photoshop, IMovie, WordPress (or equivalent online content editor).
- Experience of event photograph, filming and editing is preferred.
- A flexible approach to work, recognising the need to work out of hours when required is essential to this role.
- The ability to self manage workload and time is essential in this role.
- You should be confident working across a range of stakeholder groups and enjoy forming business relationships.
- Accuracy and attention to detail in the production and publication of content is a prerequisite.