

Job Description

Job Title:	Marketing Assistant	
Salary:	Grade:	E Point 10-14, £28,608 - £30,515
Place of work:	Kings Priory School	
Working hours:	37 hours per week	
Days and times:	Standard office hours but flexibility required due to nature of the role	
Reports to:	Job Title:	Assistant Principal

Role context and purpose:

We are looking for a creative, organised and highly motivated professional to support the marketing, communications and day-to-day operation of Kings Priory School's computing hubs and associated programmes, including TechFirst and CyberFirst. The post holder will develop engaging digital and print communications, promote the work and impact of the hubs and accredited schools, support events and logistics, contribute to school marketing and recruitment, and provide flexible operational and personal-assistant support to the Vice Principal responsible for the school and computing hubs

Main Responsibilities:

Marketing, social media and content creation

- Develop and execute social media strategies to increase brand awareness, reach and engagement across the school, computing hubs and associated programmes.
- Create, curate and schedule engaging content for platforms including Facebook, X/Twitter, Instagram and LinkedIn, as well as print publications.
- Produce visually appealing and informative content, including graphics, photography, video and written posts, while working within the distinct brand guidelines of the school, TechFirst, CyberFirst and individual computing hubs.
- Monitor and manage social media channels, respond appropriately to enquiries, and engage positively with the online community.
- Use marketing analytics and platform insights to assess the impact of campaigns and communications, identify trends and develop future marketing plans and strategies.

- Maintain an organised bank of approved photographs, video, case studies, testimonials and other marketing assets, ensuring appropriate permissions and safeguarding requirements are followed.

Newsletters, school marketing and recruitment

- Create, coordinate and distribute regular TechFirst and CyberFirst newsletters to schools across the regions, promoting opportunities, events, resources, success stories and key dates.
- Support wider school marketing and pupil recruitment activity, including the creation of promotional materials, digital content, publications and communications for prospective pupils and families.
- Support school and hub campaigns, open events, recruitment activity and other public-facing communications as required.
- Work with colleagues to identify and showcase positive stories from across the school, computing hubs, partner schools and regional programmes.

Accredited schools and programme promotion

- Work with accredited and partner schools to promote their journey, achievements and impact through case studies, social media, newsletters and other communications.
- Coordinate with schools to identify key dates, milestones, celebrations and opportunities for promotional activity.
- Maintain forward plans and communications calendars to ensure important programme activity is promoted in a timely and coordinated way.
- Liaise with school staff, hub colleagues and external partners to gather accurate information and appropriate content for publication.

Events, hub logistics and planning

- Support the planning and organisation of events, workshops, seminars, competitions, careers events and showcase activity across the computing hubs.
- Support the coordination of event logistics, including venue selection, rooming, catering, audiovisual requirements, delegate information, resources and event materials.
- Support hub logistics and forward planning, including calendars, bookings, travel, resources, equipment and other operational requirements.
- Attend and support events where required, including occasional evening, weekend or overnight activity.
- Capture appropriate photography, video and participant feedback at events to support subsequent marketing and impact reporting.

Operational and personal-assistant support

- Act as a personal assistant to the Assistant Principal responsible for the school and computing hubs, supporting day-to-day operations as and when required.
- Provide flexible administrative and operational support, including diary coordination, meeting arrangements, preparation of documents and presentations, correspondence, travel planning and follow-up actions.
- Help coordinate competing school and hub priorities, ensuring key deadlines, meetings, events and actions are visible and appropriately organised.

- Handle information with discretion and maintain appropriate confidentiality when supporting senior leadership activity.
- Undertake other reasonable duties that support the effective operation of the school and computing hubs, commensurate with the grade and nature of the post.

Team working, monitoring and reporting

- Work as an active member of a small, busy team and collaborate with colleagues across different regions to share content, practice and resources.
- Maintain accurate records of marketing activity, engagement, events and communications as required.
- Contribute to monitoring, evaluation and reporting of programme reach and impact, including the use of engagement and marketing analytics.
- Build positive working relationships with school staff, external partners, suppliers and other stakeholders.
- To undertake any reasonable duties as may be deemed necessary by The Principal.

Additional expectations:

All staff are expected to:

- promote the Woodard Christian ethos that embraces all faiths and none
- take responsibility for their own professional development and support that of colleagues where appropriate
- engage in the Academy appraisal process and support colleagues in achieving their own targets where appropriate
- follow Trust policy and procedures in relation to keeping children safe in education
- observe health and safety requirements and play their part in ensuring a safe working environment
- Contributing to the whole professional life of the school which has successful teaching and learning as its core purpose supported by all staff contributing to Woodard's commitment to each student gaining meaningful enriching experiences.

All staff have an entitlement to high-quality induction and continuing support and development. All staff will have opportunities to discuss their professional needs, both through performance management and through other professional dialogues.

Safeguarding Statement

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will need to undertake an Enhanced DBS check and/or a Barred List check. Management posts will also be subject to a Section 128 clearance.

Equal Opportunities

The Trust is committed to equality of opportunity. We positively welcome applications from all sections of the community.

This job description may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations in relation to the post holder's responsibilities.

Person Specification

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Area	Essential Criteria	Measured by
Education and Qualifications	• Degree, relevant qualification, apprenticeship or equivalent professional experience in marketing, communications, media, business administration or a related field. • Evidence of relevant professional development or practical experience in digital marketing/content creation.	AF/I
Knowledge and Experience	• Experience of creating and managing content for social media platforms. • Experience of producing high-quality written, graphic, photographic or video content. • Experience of using marketing analytics or platform insights to evaluate performance. • Experience of supporting events, projects or operational logistics. • Experience of working with a range of stakeholders and responding professionally to enquiries. • Competent use of common office and document software, including Word, Excel, PowerPoint and collaborative cloud tools. • Understanding of safeguarding, confidentiality and appropriate professional conduct in an education setting, or willingness to develop this quickly.	AF/I

Area	Essential Criteria	Measured by
Skills and Abilities	• Excellent written and verbal communication skills. • Strong graphic design and visual communication skills, with the ability to work accurately within multiple brand guidelines. • Photography and video capture/editing skills suitable for digital communications. • Strong organisational, diary-management and planning skills, with the ability to manage competing priorities and deadlines. • Ability to analyse engagement data and translate findings into practical marketing actions. • Ability to write engaging copy for different audiences, including schools, pupils, parents, partners and the wider public. • High level of attention to detail and accuracy. • Ability to work independently, use initiative and respond flexibly in a fast-paced environment. • Ability to handle sensitive information with discretion and confidentiality. • Constructive team-working and relationship-building skills.	AF/I
Special Requirements	• Willingness to travel across the region and support occasional evening, weekend or overnight events where required. • Suitability to work with children, subject to an enhanced DBS check and safer recruitment pre-employment checks. • Supportive of principles of equality and diversity. • Willing to support the Christian ethos of the Trust,	AF/I

Area	Essential Criteria	Measured by
	although not necessarily share the beliefs and worship practice which underpin it.	

Desirable Criteria

Area	Desirable Criteria	Measured by
Education and Qualifications	• Qualification in marketing, digital media, graphic design, photography, videography, communications, events or business administration.	AF/I
Knowledge and Experience	• Experience of marketing within education, public sector, STEM or technology programmes. • Experience of school marketing or pupil recruitment. • Experience of email marketing/newsletter platforms and CRM systems. • Experience of event coordination, supplier liaison or travel/logistics planning. • Familiarity with TechFirst, CyberFirst, computing hubs or similar education programmes. • Experience of supporting a senior leader, executive or project lead in a PA/coordination capacity.	AF/I
Skills and Abilities	• Confident use of industry-standard design and editing software such as Adobe Creative Cloud, Canva or equivalent. • Experience of website or content-management systems. • Ability to create simple dashboards or reports from marketing and engagement data. • Strong photography/videography	AF/I

Area	Desirable Criteria	Measured by
	portfolio or examples of previous campaign content.	

AF = Application Form | I = Interview