



**ST JOSEPH'S
COLLEGE**

Appointment of

Marketing Officer

November 2024

The Opportunity:

The Marketing Officer is an exciting role for a creative, highly organised and passionate communicator, interested in developing their skills and experience in a fast-paced and engaging sector. A can-do attitude is a must.

The Marketing Officer is a key role in promoting all aspects of St Joseph's College. The successful applicant will support the Marketing Manager in delivering all aspects of the School's marketing, branding, design, advertising and support the Events Planner with events. The successful candidate will also work closely with the Admissions team to optimise pupil recruitment, conversion and retention in the UK and across the world. Training opportunities will be provided.



The Environment:

St Joseph's College is an independent school with Christian values that gives students space to thrive. Being part of the St Joseph's community is a one-in-a-lifetime experience. We provide a stable foundation for students and we take happiness very seriously.

At St Jo's we support the intellectual, spiritual, physical and emotional growth of every pupil. We firmly believe that children who thrive are the happiest of all and this creates an environment that is inspirational for staff as well as students.

An energetic and forward-thinking College, St Jo's is a day and boarding school for boys and girls aged 2-19 years.



The Small Print:

8.30am to 5.00pm Monday to Friday year-round contract. This is a full time, year-round role working 37.5 hours per week. There will also be a requirement to work on some evenings and weekends in order to attend events for prospective and current parents. The postholder will be entitled to 23 days annual leave, plus bank holidays.

Pay Scale: £24,000 – £26,000 (depending on experience)

Reports to: Marketing Manager



#Teamstjos

The Marketing Officer reports to the Marketing Manager and will have close working relationships with the Events Planner and Communications Officer in a team headed by the Director of Admissions, Marketing and Communications (DoAMC). The successful candidate will work collaboratively with the Admissions team to developing marketing content that drives student recruitment across the College, including Nursery, Prep School, Senior School, Sixth Form and Boarding.

Key relationships with: Director of Business Development & Operations, Heads of Faculties, Director of Sport and Heads of Sport, Prep School team and the Head of Boarding.



Characteristics:

The Marketing Officer is a key role in promoting all aspects of St Joseph's College. This is an exciting role, suitable for a candidate with energy and ideas, who can bring both creative flair and careful attention to detail to their work.

Role summary:

As a Marketing Officer, you will work closely with the Marketing Manager to support all marketing and communications initiatives, ensuring that St Joseph's College's reputation, brand and message are consistently presented in a compelling and positive light. You will be responsible for creating and capturing content across multiple platforms, developing visual assets and contributing to marketing campaigns. This role will also involve supporting recruitment events, including the prestigious National Schools Rugby Festival and assisting the Event Planner in delivering impactful and engaging experiences.

Specific responsibilities:

Content Creation & Capturing:

- Develop and produce engaging content for digital platforms, including social media, website, newsletters and promotional materials.
- Capture and curate photography and video content to support school events, daily activities and campaigns.
- Write and proof-read content with a keen attention to detail, ensuring the messaging aligns with the College's tone and brand.
- Identify strong narratives and respond swiftly to promote stories that will drive the marketing goals of the College.

Specific responsibilities:

Social Media Management:

- Manage and maintain the College's social media channels, ensuring consistent and engaging content is planned in advance and posted regularly.
- Engage with followers, respond to enquiries and promote College events and achievements on social platforms in line with our social media policy.
- Support the Marketing Manager in tracking and reporting on social media performance, learning lessons to optimise future content.

Video Editing:

- Edit video content for social media, events and online ensuring high-quality production and storytelling.

Design & Visual Content:

- Create visually compelling assets for digital and print materials using Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Canva.
- Assist in maintaining the College's visual brand identity across all marketing materials.
- Manage the school's bank of imagery, and quickly identify the strongest and most appropriate photographs to use to reflect brand values.

Specific responsibilities:

Event Support:

- Provide support for College events, including open days, recruitment events and key celebrations. The role will require attendance and operational input at key events, which will include some evening and weekend occasions.
- Work closely with the Event Planner to deliver effective promotional materials, invitations and event-specific content.
- Assist in promoting and covering major events such as the National Schools Rugby Festival, which reached over 2 million online engagements this year.

Brand Guardianship:

- Support the Marketing Manager in acting as the school's brand guardian, ensuring consistent messaging and visual identity across all channels and materials.
- Contribute to maintaining the school's reputation through professional, clear, and accurate communications.

Collaboration & Learning:

- Work collaboratively with colleagues across the school, including the admissions team, event planners and academic staff, to ensure marketing materials reflect the College's values and priorities.
- Demonstrate a proactive "can-do" attitude and a willingness to learn and develop new marketing skills as required.
- Take part in team meetings, brainstorming sessions and training opportunities to enhance marketing expertise.

Other responsibilities:

The Marketing Officer will be confident to work with external suppliers and partners, to provide clear and timely briefs, manage projects efficiently and effectively and inspire confidence in working partnerships.

Strong administrative and literacy skills are required with the ability to proof-read and check work to ensure precision and accuracy. Confidence in personal interactions and communications on the phone and by email is a must. A clear, accurate and concise writing style is required.

This job description will be reviewed annually and 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 of the School in relation to the post holder's professional responsibilities and duties

St Joseph's College, as an aware employer, is committed to safeguarding and promoting the well-being of children and young people as its number one priority. Robust recruitment selection and induction procedures operate throughout the College and extend to services linked on its behalf.

Person Specification:

	<u>Essential</u>	<u>Desirable</u>
Educational qualifications	<ul style="list-style-type: none">• A good standard of education with A-levels or Level 3 qualifications	<ul style="list-style-type: none">• Educated to degree level ideally in Marketing or Digital Media• A-level English
Experience	<ul style="list-style-type: none">• Marketing and communications experience• An understanding of and confident user of a wide range of social media	<ul style="list-style-type: none">• Experience of working in a marketing role within the education sector and/or familiarity with a school environment or the independent sector• Proficiency in content management systems
Communication skills	<ul style="list-style-type: none">• High standard of spoken and written English• Excellent telephone and face to face communication skills• Good levels of numeracy• Keen eye for detail and high level of accuracy, with a commitment to quality	<ul style="list-style-type: none">• Experience of writing for different audiences in a variety of channels• Experience of working in a customer-facing role• Adept at monitoring local, national and international competitors
Practical and intellectual skills	<ul style="list-style-type: none">• Excellent computer skills using Microsoft programmes• Strong organisational skills and an ability to prioritise and manage multiple tasks simultaneously and meet deadlines• High levels of creativity	<ul style="list-style-type: none">• Ability to use Adobe Creative Cloud applications and experience of working with design packages• Competent in use of Management Information Systems• Understanding of GDPR requirements and processes• Practical experience of working with websites• Knowledge of Google Analytics / social media insights• Photographic skills
Disposition and attitude	<ul style="list-style-type: none">• A positive and 'can-do' attitude• Able to multi-task and work well under pressure• Able to form and develop good working relationships with colleagues, suppliers and stakeholders• Must be able to work as a member of a team• High level of personal presentation	

