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| **Job Title** | Marketing Assistant |
| **Reports to** | Director of Communications  |

**Job Purpose**

To support the Communications team on the delivery of an effective marketing plan including those prospective parents on the Admissions journey, parents, and alumni. The ideal candidate will have a high degree of personal motivation, ability to use initiative and a passion for writing well, storytelling, social media, and digital communications. They will have creative flair, as well as excellent organisation, time management skills and project management abilities. They will bring with them a good understanding of administrative processes, confident communication style and strong marketing skills.

**Key Tasks and Responsibilities**

**Stakeholder Communications**

* Responsible for parent e-bulletins – liaising with staff and pupils on content – drafting, compiling, proofing and timely distribution;
* Working with the Director of Communications and the wider Development Office to develop regular communications to our alumni (Old Etonians);
* Update content and ensure consistency of Eton’s Parent Portal and Internal Communications SharePoint Hub;
* Manage and maintain web pages specifically for prospective parents and Old Etonians;
* Monitor and respond to stakeholder feedback to improve communication and engagement.

**Design**

* Use design skills to support the delivery and development of key school publications such as Etoniana;
* Develop and produce College promotional materials as required.

**Copywriting and Production of Promotional Material**

* Draft and edit marketing copy;
* Support the planning and execution of Admissions marketing and other relevant events. Assist with the marketing elements of the student welcome pack for parents and students, in conjunction with the Admissions and Engagement teams;
* Project manage the creation of marketing literature;
* Proofreading marketing literature and relevant documents with an excellent eye for detail.
* Support campaigns that showcase our school, collections, exhibitions, historic buildings, and special events;
* Creation of external audience specific communications to raise the profile of key school events in a timely and effective manner;
* Liaise with the School's graphic designer to create and finalise advertisement copy and artwork,

ensuring deadlines are met;

* Assist in gathering information and the writing of copy for marketing publications and digital/print

advertisements, as required;

* Work with the School’s freelance videographers and photographers, assisting in the planning,

production, and storage of photography and video content which meets image consent guidelines.

**Website**

* Support the team to update content of the external website on an on-going basis including gathering, developing, and editing content from relevant stakeholders and sources.

**Digital assets**

* Support the team in the coordination of the College photographer and specialist external photographers in the production of key marketing imagery for the College;
* Plan, coordinate and project manage marketing films with the Digital Content Producer for release by the College particularly for prospective parents, parents, and our alumni.

**Research**

* Collation of market intelligence and competitor analysis;
* Analysing data and market trends to shape future marketing decisions.

**General Responsibilities**

* Support the Communications Manager, Digital Content Producer and Communications Assistant on discrete projects as required;
* Other tasks to support the operation of the Communications Team;
* Commitment to and promotion of equality, diversity, and inclusion;
* All positions at Eton are classed as ‘regulated activity’ as per the Keeping Children Safe in Education 2024 guidance, therefore a good understanding of safeguarding procedures is essential;
* Commitment to safeguarding and promoting the welfare of children, including but not limited to, completing safeguarding training as required, and ensuring any safeguarding updates issued by the College are read and understood;
* Understand and comply with procedures and legislation relating to confidentiality.

**Working Pattern**

* Your working hours will be 35 hours per week, Monday to Friday, with one hour unpaid for lunch. However, there will be occasions when the post holder is required to work flexible hours including evenings and weekends;
* You will be working 52 weeks per year;
* You will be entitled to 21 days holiday. If a Bank Holiday falls during a school term period, you will be required to work this day and you will receive an additional day’s holiday in lieu.

**Skills and Competencies Required**

**To be successful in the role you will have:**

* Previous Marketing experience or a Marketing-related degree, looking for your first role in Marketing;
* Strong computer skills, including proficiency in MS Office (Word, Excel, PowerPoint);
* High competence and experience in Canva and Adobe creative packages are essential;
* Any experience of InDesign and Photoshop is desirable;
* Project management experience.
* Excellent verbal and written skills with a strong attention to detail;
* The proven ability to produce accurate documentation and communications, with the ability to proof-read and check others’ work;
* Excellent organisational skills, with ability to effectively prioritise and manage a busy workload;
* A creative flair for design, with exceptional attention to detail;
* Strong interpersonal skills, with the ability to build effective relationships with a variety of stakeholders;
* A degree, relevant to marketing communications or creative design qualification would be an advantage;
* Experience using social media channels and a management suite and CMS desirable.

**You may also enjoy this role if you have:**

* The ability to engage positively and gain the confidence and trust of staff and pupils;
* Reliability and flexibility, with a positive approach to all duties and responsibilities;
* Diplomacy and discretion with a professional approach at all times;
* A curious and proactive attitude – the ability to identify interesting stories and follow them up;

**Disclosure Checks**

**Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form.  Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands, and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College.**