**JOB DESCRIPTION**

**JOB TITLE:** Marketing Assistant (MA) – Eastbourne College

**RESPONSIBLE TO:** The Marketing Communications and PR Manager (MCPRM), and working closely with the Director of Marketing and Communications (DMC), Digital Marketing Officer (DMO) and the Admissions team.

**JOB SUMMARY:** To support the Marketing department in promoting the College and Charity, ensuring that the quality of all marketing material is superb, excellent customer service levels are delivered and management information is produced.

**Marketing Assistant (term time only)**

The Marketing Assistant is a role to support the Marketing department and help maximise recruitment.

The position requires superb communication skills, flexibility, initiative and drive. The Marketing Assistant needs to be intelligent, approachable, efficient, enthusiastic and hard-working. Strong inter-personal skills are essential. The Marketing Assistant will need the confidence to be able to interact calmly, at all times, with a wide range of different people both externally and on a College-wide day-to-day basis. The post is varied and will include administrative tasks, assisting at front of house events and assisting in the promotion of the College.

The individual will be working in Marketing five days a week, term time only. He or she will need to display a level of flexibility as the nature of the work will vary on a week to week basis. For example, the Marketing Assistant may spend the whole day helping with a prep school event or at their desk preparing a mailing. The individual will work closely with the DMC, Marketing Communications & PR Manager and Admissions.

Modern ICT skills are essential to cope with the daily volume of administrative work. An excellent level of detail/accuracy is required. The role involves many different functions including:

**MARKETING**

Marketing - event management

• Assisting with the preparation and delivery of key events including open mornings, prep school days, and other PR events e.g. liaison with prep schools, organising catering, internal logistics (porters, rooms etc), guides, AA road signs, banners, and programmes.

• Assisting with the preparation for external marketing events and relevant support material e.g. Independent Schools Show, overseas exhibitions and other ad-hoc events that promote the College.

• Assisting with the preparation and delivery of community-based events (some of which are outdoor) e.g. junior schools swimming galas, Sussex Hockey tournaments.

• Undertaking the administration of external events e.g. Tunbridge-Wells Information Evening

• Drafting and producing programmes/ support material (Open days, Oxford

Conference, Athletics meets).

• Assisting with delivery of events on the day – setting up, hosting (when required), and clearing up after events.

Promotional material

• Managing ad-hoc requests from departments – e.g. confirmation certificates, colours certificates, business cards, etc.

* Briefing graphic designers on a range of projects such as sports tour brochures, booklets, banners, programmes etc.

• Maintaining a record of stocks of promotional material and re-ordering when required

• Liaising with a range of external suppliers and ordering a range of branded items e.g. water bottles, banners, outdoor flags etc.

• Maintaining the display of promotional materials at locations around Eastbourne and with our third party sponsors, e.g. Beresford, Saffrons, ERFC etc.

Communications

* Maintaining a schedule for the in-house screens on campus to promote key messages (including video, images and copy) , namely in the Winn building reception and the Pavilion screen (and occasionally in the dining hall.)
* Liaison with the MCPRM to deliver the communications plan for prospective parents and pupils via mail merge and other tools. Preparing ad hoc mailings to key stakeholders when required (e.g. prep school heads, open mornings etc)
* Sending/co-ordinating ad hoc mailings (e.g. third party advertising in the Eastbournian, the termly Arts brochure)
* Managing print production e.g. open day programmes, arts brochure
* Updating directory entries and other relevant publications when required

Report generation

* Collating competitor information across the independent and maintained sectors.
* Liaison with Admissions, assisting with the generation of reports to analyse enquiries, visits, registrations, conversions, College numbers, composition, etc.

Day-to-day photography of events that take place around the College

• Maintaining a photographic library for website and promotional purposes and preparing photos for use in promotional material.

• Printing and framing photographs for display around the College, particularly in day and boarding houses and academic departments.

The presentation of the College

• To maintain the noticeboards/ screens on all ‘public’ noticeboards. To have an eye for the presentation of the College (its pupils, buildings, events) and contribute to improvements.

Budget and invoicing

• Record all marketing invoices on annual budget spread sheet. Assign charge code, photocopy and provide to Accounts Department.

Assisting the DMC and MCPRM

• When required, supporting and helping the DMC & MCPRM in delivering the marketing strategy for Eastbourne College.

**Other Administration**

Assist with secretarial, administrative and general duties as required. Such other duties as may be reasonably delegated to you by your managers in support of Eastbourne College and Eastbourne College Charity

• Email correspondence

• Preparing and collating reports for Marketing (enquiries, visits, registrations, competitor analysis)

• Answering and dealing with telephone callers

• Expense claims

• General office administration and photocopying

**KEY SKILLS AND QUALITIES**

Affinity with Eastbourne College’s values and culture

The Marketing Assistant will need to be at ease in promoting the values of an independent day and boarding school for boys and girls.

Excellent written communications skills

The ability to write correctly and clearly and to communicate ideas and information, adapted to the audience and to the purpose of the task. Ideally candidates will be educated to degree level or equivalent.

Excellent interpersonal skills

The ability to be a team player and to get on with others, work co-operatively and supportively with others.

Marketing and PR skills

Some experience in a marketing within a school environment is desirable but not essential.

Enthusiasm and energy

Persistence, flexibility, hard work and a sense of fun.

Good numeracy and IT skills

The MA needs to be able to Marketing Assistant merge, be numerate and have the ability to work with budgets and spreadsheets with ease.

Rigour and reliability

The ability to work to schedules, tight deadlines and be highly organised; to ensure sufficient attention is paid to detail and quality in all areas of one’s professional life, particularly data input and in the organisation of events.

ICT awareness

The ability to work with all standard office software and the motivation to learn how to use graphics, etc. where relevant.

**TERMS AND CONDITIONS**

Hours

• Five days per week, Monday to Friday, term time only 9.00am to 5.00pm and required to work from time to time attending marketing events that take place during evenings and weekends.

Remuneration

• Remuneration will be related to experience but in the region of £20k pa **pro-rata**. All employees are paid monthly in arrears.

• After one year’s service employees may join the College pension scheme for non-academic staff which is non-contributory.

Other benefits include:

• Lunch during normal working days

• Free use of College sports facilities

• Annual pay review

It is vital that the Marketing Assistant fits in well with existing staff and arrangements. Consequently there will be a probation period of six months during which time one month’s notice may be given by either side. After this period of probation the normal period of notice is two months on either side.

The appointment is made subject to a satisfactory pre-employment medical, references and Disclosure and Barring (DBS) check.

May 2018