



ABBEY COLLEGE IN MALVERN

Marketing Officer

Part time 0.6 FTE (3 days per week including school holidays)

We are currently recruiting for an experienced professional to join our marketing department. Excellent written and verbal communication skills, attention to detail and organisational ability are essential, as are exceptional people skills.

The successful candidate will have experience in managing social media networks for communications and marketing purposes and developing copy for press, online and printed media. A recognised qualification in marketing would be an advantage.

Key responsibilities

- To fully understand the benefits of a Abbey College's education and ensure that these are communicated with consistency and via the most effective channels to all stakeholders, including prospective and current parents, staff, pupils and the wider community
- To work to, and have input into when necessary, the school's annual marketing plan
- To preserve brand values and ensure a consistent visual identity in all communications
- To form close working relationships with the teaching staff in order to best understand and promote the school.
- To help develop school content for the website and manage the school social media channels
- To encourage all staff to play an active role in promoting both Abbey College in Malvern and Abbey College in Prague

Key tasks

Under the direction of the Marketing Manager, to assist in the production of communications materials and promotional publications including website and social media content, printed materials such as newsletters and advertising.

To assist in organising events to enhance pupil recruitment and ensure good relations with current parents.

To manage the school's day-to-day media relations needs, maintaining good links with local media, issuing press releases to raise the profile of the school's achievements, and to facilitate the development of relevant editorial and comment when required and advertising in appropriate media

To produce and place advertising as guided by the Marketing Manager

To support the production of newsletters, termly mailings and other communications when necessary

Produced by:	SC	Date:	16/12/2019	Checked by:	MN	Date:	16/12/2019	Approved by:	MN	Date :	16/12/2019
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Abbey College in Malvern Ltd (Number 08661073)

Registered in England and Wales. Registered office: 6 Manor Park Business centre, Mackenzie Way, Cheltenham, Gloucestershire, GL51 9TX
Member of ENGLISH UK, Accredited by the British Council for the teaching of English as a Foreign Language, DfES Reg. No. 8856026



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To be responsible for compiling an ongoing photographic record of school events and students' achievements for use in publications

To work closely with teaching staff to collate success stories and information on new initiatives which are used to promote the school.

Occasional work undertaken in the evenings and at weekends

Person Specification

Qualifications and experience

- Educated to degree level
- A knowledge of marketing practices and principles
- Proven experience in managing social media for marketing and communications purposes
- A recognised qualification in marketing
- Experience in managing website content
- Experience of implementing integrated digital and offline marketing campaigns
- Experience of implementing marketing events

Key Skills and qualities

- Empathy with the ethos and aims of the independent school sector
- An understanding of the motivations, attitudes and aspirations of parents, children and other stakeholders in the community interested in independent school education
- Excellent communication and presentation skills, both verbal and written.
- Strong attention to detail, particularly copywriting and proof reading, is vital, as are excellent organisational skills
- A strong visual eye for photography and design
- Exceptional people skills, self-motivation and the ability to relate quickly and easily with pupils, parents and staff
- A sense of initiative, creativity, a sense of humour and a calm and unflappable manner
- The ability to prioritise and meet deadlines is vital Excellent time management skills with a proven ability to make things happen in a busy, pressurised and professional context

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