Job Description and Person Specification

Marketing Assistant (Permanent Contract - 16 hours per week)

Start date: January 2027

Job context:
Saint Cecilia's Church of England School is a co-educational Church of England comprehensive school for pupils aged 11-18 years in the Diocese of Southwark and the London Borough of Wandsworth, specialising in the teaching of music and mathematics. We have over 1,000 pupils on roll, including approximately 200 in the Sixth Form. This job profile reflects the vision, aims and policies established by the School's Governing Body.

Job purpose:

- To provide efficient marketing and publicity support to the Marketing Manager in delivering the school's marketing strategy and promoting the school positively within the local community and beyond.
- To help in managing the school website, updating it accordingly.
- To create, refresh and update a comprehensive range of marketing materials including the regular newsletter for parents.
- To work with the Marketing Manager in coordinating a publicity strategy including positive press releases to ensure 'good news' is shared to our local community and the wider education audience to promote the school.
- To help manage all electronic media platforms including the school website and social media.
- To promote and develop the school alumni working with the Sixth Form team to recruit past pupils, encourage links with the school, including fundraising.
- To be a member of the general office team and contribute to the work of the general office only as required.
- To undertake any additional duties or responsibilities as reasonably determined by the Headteacher.

Accountable to: Marketing Managing

Key Tasks and Accountabilities

Marketing

- To help execute the school's marketing strategy focused on reputation, recruitment and retention.
- To draft, produce or refresh the school's marketing materials including the school website, prospectuses, other printed or multimedia material.
- To research and draft articles for the parents' newsletter and other communications.
- To review and develop template forms and presentations for staff ensuring consistency with the agreed house style and branding of the school.
- To assist in marketing the school to local primary schools and churches.

Publicity

- To ensure the school receives positive publicity in the local, regional and national press.
- To take a proactive role in managing and promoting the school open events working alongside the Admissions Manager, Marketing Manager and other key staff to ensure that we successfully recruit to Year 7 and Year 12.
- To ensure school events/initiatives and examination success are publicised and celebrated in the local community.
- To help create a programme of publicity to promote the Sixth Form, working alongside the Marketing Manager and Director of Sixth Form.

Website/Social media

- To update and help develop the school website to ensure it is constantly up to date, always relevant, regularly refreshed and encourages repeat traffic.
- To help manage, develop and maintain an appropriate presence for the school on social media including LinkedIn and Instagram.

Administration

- To prepare marketing materials as necessary and liaise with external organisations such as designers, printers, newspapers and publishers
- To assist in the preparation and execution of school events.
- To manage and develop communication systems with parents, currently provided by the 'Arbor' app and e-mail system.
- To assist the general office team with administrative tasks, including updating the pupil database, mail distribution to parents/carers and other general administrative duties where needed.

Person Specification

Criteria	Essential	Desirable
Education	• Educated to GCSE level • Excellent literacy and Numeracy skills	• A relevant marketing qualification
Experience	• Experience working in a marketing environment or related sector • Experience of working within budget parameters	• Experience of working in the education sector • Experience of working in a multi-cultural environment
Knowledge, Skills and Abilities	• General IT skills with ability to use Microsoft software with confidence • Show a clear and detailed understanding of what will be involved in addressing the key tasks in the job profile • Ability to work as part of a team as well as to work independently • Ability to research, write and proof articles for various platforms including online • Show a clear understanding of the role of support staff in underpinning teaching and learning in a school situation • Ability to prioritise work related tasks, particularly when under pressure	• Ability to update websites (eg knowledge of Squarespace), and experience of using basic Adobe suite design software. Experience of working with Canva, Mailchimp and InDesign.

Personal Qualities	• To be in sympathy with the ethos and values of a voluntary-aided Church of England School. • Committed to setting and maintaining high standards and supporting an inclusive educational environment for all students. • Excellent interpersonal, listening and communication skills, with the ability to build effective relationships with students, parents, staff, governors and external partners. • Demonstrates an empathetic, non-judgemental and professional approach when working with young people. • Able to show initiative, solve problems effectively and manage competing priorities. • Flexible in working practice and able to respond positively to changing circumstances and deadlines. • Well organised, with a high level of attention to detail. • Committed to continuous professional development and the enhancement of skills and knowledge. • Committed to safeguarding and promoting the welfare of children, supporting the school's ethos, values and wider community	• Committed, practising Christian. • Awareness and appreciation of the Anglican tradition. • Willingness to engage with pupils out of school hours through enrichment activities, extra-curricular activities, sport, and outdoor pursuits.