



## Marketing, Events and SLT Administration Officer Job Description

Role Details	
Post title:	Marketing, Events and SLT Administration Officer
Purpose:	To effectively promote FCHS to a wide range of audiences, including staff, parents, students, alumni, and the 'Friends of Finchley' (our PTA equivalent). To plan, organise, and deliver successful events aligned with the school calendar. To provide high-quality administrative support to Senior Leaders.
Reporting to:	Office Manager
Liaising with:	Both internal and external stakeholders
Working time:	36 hours per week, term-time only plus one additional week.  Some events may take place outside of regular school hours; while additional remuneration will not be provided, Time Off in Lieu (TOIL) will apply.
Salary/Grade:	SCP 12 – 17 £32,535 - £34,998FTE (pro rata actual £27,828 - £29,935)
Disclosure & Barring Service:	Enhanced

Role Specifics	
Marketing	<ul style="list-style-type: none"><li>• Promotional Materials: Collaborate on the design, production, and distribution of marketing materials, including prospectuses, leaflets, banners, and digital content.</li><li>• Press Releases: Draft and distribute press releases for key achievements, awards, fundraising initiatives, and exam results.</li><li>• Advertising: Lead on marketing campaigns for key events such as Open Evenings, ensuring targeted communication.</li><li>• Photography and Videography: Coordinate school photographers; take and edit professional-quality photos and videos for marketing and promotional purposes.</li><li>• Digital Screens: Maintain and update the school TV screens with current news, events, and achievements.</li><li>• Collaborate with the Admin team to maintain and update brand guidelines as needed, ensuring all documentation, marketing materials, and communications consistently align with the school's branding standards.</li></ul>
Events	<ul style="list-style-type: none"><li>• Event Management: Take responsibility for the administration and logistics of key school events, ensuring smooth delivery. Events include but are not limited to:<ul style="list-style-type: none"><li>○ Secondary Transfer Evening</li><li>○ Sixth Form Open Evening</li><li>○ Activity Days / Rewards Trips</li><li>○ Parents' Evenings (seating plans, surveys, and data forms)</li><li>○ Parent Information Evenings and Voice Events</li><li>○ Presentation Evening</li><li>○ Staff Governor Social</li></ul></li><li>• Logistics Coordination: Coordinate hospitality, site setup, and resource management for all events in collaboration with relevant departments or colleagues.</li><li>• Event Publicity: Write and publish event news stories for the school website and external platforms.</li></ul>
Website	<ul style="list-style-type: none"><li>• Website Management: Manage, develop, and maintain the school website, ensuring it is up-to-date, engaging, informative, and compliant with regulations.</li><li>• Social Media: Oversee the school's presence on social media platforms including X, Instagram, LinkedIn and YouTube, ensuring content is relevant, dynamic, and promotes the school's achievements and values.</li></ul>

	<ul style="list-style-type: none"> <li>Content Creation: Write, schedule, and publish high-quality content to increase engagement across all platforms.</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>Job Vacancy Advertising: Support with creating and promoting job advertisements in line with the school's brand guidelines.</li> <li>Job Documentation: Ensure all job advertisements, person specifications, and job descriptions adhere to the school's branding guidelines.</li> <li>Advert Maintenance: Support in keeping job advertisements accurate, up-to-date, and live across relevant platforms.</li> </ul>
Friends of Finchley Catholic (FOFC) /PTA Alumni Network	<ul style="list-style-type: none"> <li>Act as the main day-to-day contact for the Friends of Finchley Catholic, maintaining an up-to-date contact list.</li> <li>Support FOFC-led events, such as the Summer Fete, Christmas Fayre, and Quizzes, including fundraising initiatives and securing raffle prizes.</li> <li>Act as a key contact for alumni, fostering positive relationships with former students.</li> <li>Manage and grow the school's alumni network to encourage engagement and fundraising opportunities.</li> </ul>
Fundraising	<ul style="list-style-type: none"> <li>In collaboration with Finance, maintain a detailed record of donors and donations.</li> <li>In collaboration with Finance, coordinate thank-you letters and acknowledgements from the Headteacher to donors and supporters.</li> </ul>
Administration	<ul style="list-style-type: none"> <li>Surveys and Feedback: Collate and analyse results from parental, staff, and student surveys to inform school improvement.</li> <li>Archives Management: Administer and update the school archive to maintain historical records.</li> <li>General Administrative Support: Provide high-quality administrative support to Senior Leadership Team (SLT) members, including taking minutes at meetings, managing spreadsheets, producing reports and completing various other administrative tasks.</li> <li>Compliance: Coordinate responses to Freedom of Information (FOI) requests and Subject Access Requests (SAR) in collaboration with the Data Protection Officer.</li> <li>Policy Compliance and Maintenance: Regularly review and coordinate updates to school policies, ensuring they remain compliant with regulations and are effectively published with accurate dates.</li> <li>Governor Support: Collaborate with the Clerk to ensure that governor records are accurately maintained and updated, including on the school website.</li> <li>Flexibility: Undertake additional tasks and responsibilities as directed by SLT members, adapting to the evolving needs of the school.</li> </ul>

#### Other Specific Duties

- To contribute to staff training as appropriate, supporting professional growth within the school community. As well as staying current with online platforms and training.
- To play an active role in the life of the school, aligning with its strategic commitment, purpose, and intent, and encouraging staff and students to follow this example.
- To promote the school's policies actively, ensuring consistent alignment with the school's values.
- To engage actively in the school's self-review and evaluation processes, contributing to continuous improvement.
- To participate fully in the school's Performance Management processes, setting and achieving professional goals.
- To comply with the school's Health and Safety Policy, conducting risk assessments as necessary to maintain a safe environment.
- To attend meetings as outlined in the meetings policy and as directed by the Headteacher, fostering collaborative decision-making.
- To follow safeguarding procedures, ensuring relevant training is undertaken to uphold the safety and welfare of students.

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. Employees will be expected to comply with any reasonable request from a Senior Leader to undertake work of a similar level that is not specified in this job description.

This job description is current at the date shown, but following consultation with you, may be changed by management to reflect or anticipate changes in the job which are commensurate with the salary and job title. (May 2026)

# Marketing, Events and SLT Administration Officer

## Personal Specification

Role Details	
Post title:	Marketing, Events and SLT Administration Officer

	Essential	Desirable
Qualifications and training	<ul style="list-style-type: none"> <li>A relevant qualifications in Administration, or a related field (e.g., GCSEs or A-levels, or equivalent in relevant subjects).</li> <li>Proficiency in English and Maths</li> <li>Proficiency in Microsoft Office (Word, Excel, PowerPoint)</li> </ul>	<ul style="list-style-type: none"> <li>Degree-level qualification in Marketing, Events Management, Business Administration, or a related field.</li> <li>Familiarity with design software (e.g., Adobe Creative Suite or similar) for creating marketing materials such as brochures, posters, and banners.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Proven experience in marketing, event management, or a similar administrative role, preferably in an educational or public sector setting.</li> <li>Experience in managing social media platforms (e.g., Twitter/X, Instagram, LinkedIn, YouTube) and creating engaging content.</li> <li>Experience in maintaining and managing accurate records, including data entry, producing reports and updating documentation.</li> <li>Experience in collaborating with different departments or teams to deliver events and marketing initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Experience with website management and content updates to ensure an engaging online presence.</li> <li>Experience in drafting press releases, promotional materials, and event communications.</li> <li>Experience in fundraising or donor management, particularly within a school or charitable context.</li> <li>Experience with photography and videography, including editing skills for promotional purposes.</li> <li>Experience working with external suppliers and partners to deliver events and marketing campaigns.</li> <li>Experience in managing or supporting alumni networks and engagement.</li> </ul>
Skills and knowledge	<ul style="list-style-type: none"> <li>A strong understanding of brand guidelines and the ability to maintain consistent messaging across all marketing materials.</li> <li>Strong organisational and time-management skills to coordinate events and administrative tasks.</li> <li>Knowledge of safeguarding procedures and a commitment to ensuring student safety and welfare.</li> <li>Understanding of GDPR and its application to the management of personal data in a school setting</li> </ul>	<ul style="list-style-type: none"> <li>Proficiency with content management systems (CMS) for website updates</li> <li>An understanding of the use of AI to support administrative tasks.</li> </ul>
Personal qualities	<ul style="list-style-type: none"> <li>Enthusiastic, self-motivated, and able to work independently as well as part of a team.</li> <li>Proactive, flexible, and adaptable to the changing needs of the school environment.</li> <li>Strong problem-solving skills and a positive, "can-do" attitude.</li> <li>Committed to continuous personal and professional development.</li> <li>Strong interest in the education sector and a passion for promoting the values of the school.</li> </ul>	<ul style="list-style-type: none"> <li>Ability to balance multiple priorities and maintain a high level of customer service in a fast-paced environment.</li> </ul>

	<ul style="list-style-type: none"><li>• Ability to build positive relationships with a wide range of stakeholders, both internal and external to the school community.</li><li>• Proven ability to work under pressure, manage multiple projects simultaneously, and meet deadlines</li></ul>	
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