Job Description

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| **Job Title:** | Digital Marketing Assistant and Nursery Admissions | **Job Reference:** |  |
| **Location:** | Cluster 3 – based at Lightwater with occasional travel to Wheatfields as needed | **Travel Required:** | Occasional - as agreed with Line Manager |
| **Cluster:** |  |  |  |
| **Core Purpose** | | | |
| * To support schools in setting up and engaging effectively across digital media channels to maximise pupil numbers on roll in all schools within the Trust * To carry out nursery admissions at Lightwater Village school including parent communication and other associated paperwork within the nursery setting. | | | |
| ***Key Responsibilities: Nursery Admissions*** | | | |
| **Across the Cluster** | | | |
| * Working alongside the Schools Leadership Team and Strategic Leads, to support Lightwater village * School with regards to all aspects of Nursery Administration * Report to the Schools leadership team on any current nursery vacancies * Ensure places are filled in a timely manner through effective marketing and good communication with perspective parents * Responsible for the allocation of Nursery places, ensuring MIS (Management Information System) and school spreadsheets are up to date and ensuring staff ratios are adhered to, when offering spaces * Responsible for the invoicing of Nursery fees for children that are not eligible for funding * Responsible for registering all funded children included FEET (Funded Early Education for Two), Working Parent Entitlement and EYPP (Early Years Pupil Premium) * Follow Local Authority checking processes for eligible funding entitlements and code checking * Ensure all Local Authority Declaration Forms are completed and kept up to date * Keep up to date with and understand the Local Authority Early Years funding processes * Complete and submit nursery hours and funding on the termly Census * Support the SENDCo with applying for Early Intervention Funding | | | |
| |  | | --- | | **In schools** | | **Expectations** | | * Play an active part in cluster teams and model GLF values * Be up to date with current legislation regarding nursery finances and funding * Be flexible to meet the changing demands of the role – this is a new role for GLF Schools so there must be flexibility of approach and response | | | | |
| ***Key Responsibilities* - Social Media** | | | |
| * Set up and maintain social media accounts in accordance with GLF Schools’ policy and guidelines * Plan, deliver and review social media campaigns * Use social media content to promote school events and successes and increase engagement * Implement GLF brand guidelines in schools’ campaigns * Grow “followers” across social media platforms | | | |
| **Website** | | | |
| * Maintain and update Lightwater, Hammond and Wheatfields school websites, ensuring website banners and news items for Open Events and key promotional dates on the school calendar are up to date * Work with SLT and admin teams to keep website engaging and relevant * Assist schools with techniques to drive traffic to the website through marketing activities | | | |
| **Email Marketing** | | | |
| * Assist schools to set up, manage and maintain documentation for prospective parents’ contact details in line with GLF’s GDPR guidelines * Create ideas for innovative email campaigns for drip marketing to prospective parents to build relationships with schools | | | |
| **Competitor Intelligence** | | | |
| * Identify the digital marketing channels being used by competitor schools and Trusts, and how they use them * Maintain a digital record of good marketing ideas and practices to share with schools | | | |

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| **Other** |
| * To adhere to the ethos and to promote the agreed vision of GLF Schools * To set an example of personal integrity and professionalism * To maintain complete confidentiality |
| **Accountability** |
| Reporting to the Executive Headteacher  GLF Schools expects its employees to work flexibly with the framework of the duties and responsibilities above. This means that the post holder may be expected to carry out work that is not specified in the job profile but which is within the remit of the duties and responsibilities. |
| **Collaborative working** |
| GLF Schools promotes a cross-cluster collaborative approach, allowing colleagues to share expertise and experience, ensuring all children in our schools receive an excellent education and reach their potential. Through this cluster model, GLF Schools is committed to providing opportunities for professional development and career progression. |
| **Safeguarding** |
| GLF Schools is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff and volunteers to share this commitment. The successful candidate will have to meet the person specification and will be required to apply for a DBS disclosure.  We particularly welcome applicants from under-represented groups including those based on ethnicity, sex, transgender, age, disability, sexual orientation or religion. |