Job Title: Communications & Marketing Officer

Reports to: Marketing, Events and Development Manager

Role Type: Full-time, all-year-round (maternity cover starting from November)

Location: Downside School, Stratton-on-the-Fosse, Somerset BA3 4RJ

Salary: £27,000 - £30,000 (depending on experience)

***About Downside School***

**A clear and positive attitude to learning permeates the whole school, enabled by excellent relationships between staff and pupils’ and that our pupils are ‘enthusiastic and highly motivated learners, able to work independently’. Independent Schools Inspectorate (ISI)**

At Downside, we are committed to working in partnership with families and to providing an environment which nurtures young people of integrity who can think for themselves, stand up for their beliefs, and act to make a positive difference in the world.

Founded in 1606 and based just 25 minutes from the famous World Heritage City of Bath, we are a forward-thinking independent school and one of England's oldest and most distinguished Catholic schools. Our vision is to be a bright light in the world of education, illuminating the lives of young people and inspiring service in the world through experience of Benedictine culture.

The School is set in beautiful English countryside with extensive facilities including an indoor swimming pool, a Mac Suite dedicated to music, a 24/7 Health Centre, and a Performing Arts Centre housing a 400-seat Theatre, a Recording Studio and a print screen room for art.

We are uncompromising in the pursuit of academic excellence. We aim for the highest standards in our extensive and exciting co-curricular programme with over 70 activities, and we provide plentiful and varied opportunities for service and leadership.

Everyone who comes to Downside remarks on the happy atmosphere. It is truly a remarkable, inspiring place.

*Job Summary:*

The Digital Officer will support the growth in Downside's presence through our internal and external communications channels. The role supports the Department in delivering and co-ordinating operational marketing activities and events for the School including ensuring that there is a strong digital presence and a continual programme of digital feed. The Digital Officer will help create and maintain a dynamic photo and video gallery for use on the website, social media and at events. The role will also work on writing and designing all marketing literature, and co-ordinate events for the School.

The successful candidate will be an organised, enthusiastic, and hard-working team player with excellent written and verbal communication skills. They will be creative, digitally savvy, and have previous experience in a similar marketing or communications role. A willingness to actively engage in school life is also considered an important quality.

We provide free school lunches, free parking and other benefits including the use of the swimming pool, gym and squash courts.

Employees have access to the Bike to Work scheme and can participate in a pension plan structured under a salary sacrifice arrangement. We also offer group training opportunities to support professional growth.

For non-teaching staff, the School provides access to a pension scheme, provided by Nest Pensions.

The following list is not exhaustive, but the post holders' principal responsibilities are:

* Create written and newsworthy content and visuals to support the School's social media channels, the website, and the Head's weekly e-newsletter.
* Delivering digital marketing campaigns using all available channels to implement and optimise campaigns and customer engagement, within agreed marketing spend.
* Supporting the Marketing Manager on key marketing campaigns across all relevant platforms.
* Competitive monitoring and regular reporting of all marketing initiatives including Google advertising and email marketing. Measuring and analysing the performance of social media posts.
* Working with the Marketing Manager to create and design all promotional literature and marketing material
* Co-ordinating the marketing and organisational requirements for primary and prep school feeder events (annual rolling schedule of events), suggesting ideas for development where appropriate.
* Keeping abreast of new marketing opportunities and identifying opportunities to collect photography and video assets.
* Actively maintaining and improving the School website as an effective communication and pupil recruitment tool.
* Ensure web pages are kept up to date with clear, engaging, and accessible material for current and prospective parents.
* Working to support marketing of the Development Department with events, social media and web content relevant projects
* Maintaining the provision and a catalogue of good quality photographs for use in all marketing materials (digital), ensuring a well-maintained video and digital asset library following GDPR guidelines.
* Building strong relationships with key stakeholders across the School to ensure collaborative working to drive digital marketing initiatives.
* Attending and assisting at Open Mornings, new pupil events, and other Marketing opportunities, in the evenings and at weekends, as and when required (time given in lieu).
* Being a brand ambassador for the school.
* Managing the Admissions and Marketing merchandise stock.
* Undertaking projects commensurate with the role, under the direction of the Marketing Manager.
* Other duties as directed by the Marketing, Events and Development Manager

Person Specification:

* Excellent working knowledge of InDesign, Photoshop, WordPress (or similar CMS) and social media platforms
* Strong verbal and written skills, with the ability to produce high-quality content.
* Excellent attention to detail.
* Strong analytical and problem-solving skills.
* Proactive and able to work independently, as well as adapt to changing priorities.
* Effective time management with the ability to prioritise and manage multiple projects simultaneously.
* Highly organised, with the ability to deliver a high volume of quality work to tight deadlines.
* Creative mind-set with a flair for generating fresh, innovative ideas.
* Ability to work well under pressure and meet deadlines consistently.
* Positive, can-do attitude and a collaborative approach to working as part of a small, supportive team.

Safeguarding Statement:

Downside School is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful candidate will be required to undergo an enhanced DBS check and relevant pre-employment screening.