



Job Description – Digital Marketing Assistant

Job title:	Digital Marketing Assistant
Reports to:	Marketing and Communications Manager
Based at:	Head Office, 26 Lyndhurst Gardens NW3 5NW. Travel to other sites in London and to events in London and further afield will be required occasionally.
Hours of work:	Full time (Monday-Friday - 9am-5pm)
Salary:	£22-25,000 per annum depending on experience

Main Purpose

To undertake digital marketing activity to promote the Maria Montessori Institute (MMI) to:

- Attract and enrol new students on training courses
- Attract new parents/pupils to the School
- Raise wider awareness of the Institute's work and the Montessori approach

Responsibilities:

1. Social media

- Create and schedule social media content
- Devise a content plan with the Marketing and Communications Manager and work with colleagues across the organisation to pull together content
- Look after our social media accounts on a day-to-day basis, responding to comments and messages
- Engage with individuals/ other organisations on social media, reposting and commenting when relevant
- Investigate/develop new ways to use social media and set up accounts/other platforms e.g. Facebook groups
- Provide data on social media activity/engagement
- Set up paid social content/ advertising

2. Marketing content and materials

- Draft email marketing mailers
- Update web content with good SEO
- Support Google Analytics and Google advertising activity
- Create and distribute simple marketing materials and content e.g. posters, leaflets, virtual event stands
- Research marketing channels online and offline e.g. awards, influencers, care homes etc

3. Photography and video content

- Edit photos and simple video content

- Ensure assets are saved in the appropriate place
- Occasionally take photos/ do informal filming

Any other duties as required to support marketing and administration at MMI

Person Specification:

	Skills, knowledge and abilities	Education and experience
Essential	<p>Excellent oral and written communication skills</p> <p>Knowledge of digital marketing and social media</p> <p>Experience of using apps/ systems such as content management systems, Wordpress, Mailchimp, Hootsuite, Adobe e.g Acrobat, Spark, Premiere, Canva etc</p> <p>Able to undertake basic editing of photos and video content</p> <p>Proactive, self-starter</p> <p>Strong attention to detail</p> <p>Flexible, willing to work in different areas and on a variety of tasks</p> <p>Excellent IT skills and ability to quickly get to grips with online systems as well as Microsoft Office (Word, Excel, PowerPoint)</p> <p>Knowledge of Montessori or willingness to learn about Montessori/MMI</p> <p>Comfortable working within an educational institution</p>	<p>Experience working in a digital marketing/ social media role</p>
Desirable	<p>Knowledge of SEO, Google Analytics and Google Advertising</p>	<p>Digital marketing degree or marketing degree</p>

	Photography and filming skills More advanced video editing skills	Experience of marketing a nursery, school, college or university.
--	--	---