



## Job Description – School Marketing and Communications Officer

Job title:	School Marketing and Communications Officer
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. Some hybrid/home working will be considered.
Hours of work:	Up to full time – flexible working arrangements will be considered including a focus on term-time working.
Salary:	£30-35,000 per annum (dependent on experience)
Benefits:	<ul style="list-style-type: none"><li>▪ 32 days holiday (plus bank holidays)</li><li>▪ Free Lunch (Term time)</li><li>▪ 3% Employer contribution to pension scheme</li><li>▪ Death in service benefit of 4 x salary (after 2 year's service)</li><li>▪ Access to employee assistance helpline</li></ul>

### Main Purpose

To undertake marketing, PR and communications activity to promote the Maria Montessori School to attract new parents/pupils to the School and to raise wider awareness of the Institute's work and the Montessori approach. To work closely with the School Admissions Manager and Head of School to engage with and inform prospective and current parents.

### Responsibilities:

- Work with the Marketing and Communications Manager, the Head of School and wider staff to develop a marketing strategy and content plan to raise awareness of the school, promote school events and attract and retain parents
- Take photos and undertake filming and interviews to secure content to illustrate school life e.g. children in school, teacher demonstrations, parent interviews, children's case studies, school events etc.
- Manage a media library of school photos and videos, editing this content as necessary
- Draft, design and schedule social media content promoting the school or appealing to its potential audiences across a range of social media channels e.g. Instagram, Twitter, YouTube, using advertising/ promoted posts when required
- Work with the Marketing and Communications Manager to develop social media channels, maintaining an active and engaging presence and interacting with individuals, influencers and organisations and reposting, commenting and responding as necessary
- Update web content and develop effective school web pages and navigation with reference to Google Analytics, SEO and Google Advertising
- Create and distribute printed marketing materials to promote the school e.g. posters, leaflets, signage, adverts
- Research advertising opportunities and manage the production of ad content e.g. newspapers ads, magazine advertorials, schools guides and listings
- Research and secure PR opportunities to promote the school, drafting press releases and other content as necessary e.g. placing articles in local/ sector media/ blogs, organising event attendance, school/teacher award entries
- Support and produce email marketing mailers to existing and prospective parents

- Monitor and report on marketing activity, advertising and analytics across print, online and social platforms
- Liaise with specialist consultants to inform and support your work which may include PR, digital and web consultants/agencies
- Undertake training and research new approaches as necessary to inform your work especially in social media and digital marketing
- Support the wider marketing and communications of the Maria Montessori Institute and deputise for the Marketing and Communications Manager when necessary
- Any other duties as required to support the work of the Maria Montessori Institute

**Person Specification:**

	<b>Skills, knowledge and abilities</b>	<b>Education and experience</b>
<b>Essential</b>	<p>Excellent oral and written communication skills</p> <p>Experience in digital and traditional marketing and willingness to train/ stay-up-to-date with new approaches</p> <p>Ability to quickly get to grips with/ willingness to learn or train in using design and communications apps or systems such as Mailchimp, Wordpress, Canva, Adobe</p> <p>An understanding of effective visual communication</p> <p>Able to undertake basic editing of photos and video content</p> <p>Self-motivated – able to work autonomously, to multi-task and prioritise on a daily basis</p> <p>Strong attention to detail</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 a small team</p>	<p>Experience working in a marketing/ social media/ communications role</p> <p>Experience of using communications apps such as updating web pages, social media scheduling apps, design apps and software</p>
<b>Desirable</b>	<p>Knowledge of SEO, GoogleAnalytics and Google Advertising</p> <p>Photography and filming skills</p> <p>More advanced video editing skills</p>	<p>Digital marketing degree or marketing degree</p> <p>Experience of marketing a school</p>

Appointments will be confirmed on receipt of satisfactory references, DBS checks a health declaration, and satisfactory completion of a probationary period.