

**JOB DESCRIPTION – Marketing and Communications Officer**

*Candidates are expected to spend time looking at the College website* [*www.stclares.ac.uk*](http://www.stclares.ac.uk) *which provides information about St Clare’s and the courses we offer. The Recruitment section provides additional information about the College and the recruitment process.*

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| **JOB SPECIFICATION** | |
| **Title of Post** | Marketing and Communications Officer |
| **Purpose of Role** | This is a varied and exciting role that uses effective multi-channel marketing techniques to promote St Clare’s to students, parents and agents around the world.  The Marketing and Communications Officer is responsible for the delivery of creative marketing and communication activities across the college. This will involve:   * producing engaging marketing materials for social media, website, email and print * copywriting and advert creation * photography * design * database management * organising events * alumni engagement * strong customer service skills * good eye for detail   An integral part of this role is to be able to talk about each course in detail and with conviction. You will need to develop a comprehensive knowledge of the structure and content of our courses, so you can promote them to a variety of audiences / and at a variety of venues. |
| **Department** | The Marketing department plays a vital role in recruiting and maintaining the maximum number of students for our courses. Sales and Admissions are devolved to the three main business streams (IB, International College, Summer School) and Marketing is a centralized function which serves the business streams and develops strategy in partnership with them. Alumni Relations and Development are growing areas within the central Marketing Department. |
| **Reporting Structure** | * The Marketing and Communications Officer reports to the Marketing and Communications Manager, with overall direction coming from the Director of Marketing and Admissions. * The Marketing and Communications Officer works closely alongside the Student Recruitment Officer and liaises with staff in the Marketing Team and other staff where appropriate across the two sites. * The Marketing and Communications Officer is an active member of the Marketing Team and attends the weekly team meetings. * The Marketing and Communications Officer builds strong relationships with various external suppliers. |
| **Key Responsibilities** | 1. **Social Media**    1. Update and maintain all St Clare’s social media channels (Facebook, Google +, YouTube, Twitter, LinkedIn and Instagram etc.) to ensure regular flow of current news.    2. Manage online advertising.    3. Update and maintain St Clare’s alumni engagement platform – St Clare’s Connect (Graduway).    4. Research and develop future social media channels. 2. **Email Campaigns**     1. Plan and implement regular email campaigns to prospective parents/students, and agents - monitor response rates, segment data and manage database contacts.    2. Create regular email campaigns and newsletters for IB parents.    3. Research and develop new email marketing initiatives e.g. approaches to enhance open and click-through rates. 3. **Online Advertising**    1. Create and manage PPC campaigns to support marketing initiatives.    2. With the Marketing and Communications Manager, research and evaluate online advertising opportunities; e.g. directory websites. 4. **Website**    1. Make web updates as required. Populate news and blogging sections of the website (attend events to gather content and/or liaise with other staff e.g. activities).    2. Work with the Marketing and Communications Manager and an external company to evaluate usability and make improvements as required.    3. Have an awareness of Search Engine Optimisation and web analytics. 5. **News & Media**    1. Gather newsworthy St Clare’s content and regularly disseminate to relevant associations, publications and the press both locally and internationally. 6. **Planning**    1. Plan marketing priorities based on assigned objectives    2. Plan campaigns based on recruitment activities and the marketing diary    3. Populate and manage the content schedule.    4. Conduct marketing research, including competitor and benchmark analysis. 7. **Direct Marketing**    1. Gather profiles of current students to collect relevant marketing information.    2. Co-ordinate the creation of student profiles for all courses, including video and photography assets.    3. Encourage repeat business amongst our student body.    4. Regularly communicate information to former students using Graduway (St Clare’s Connect) and social media.    5. Attend student-facing events as part of specific marketing initiatives.    6. Welcome alumni to St Clare’s, also gather information and offer tours as required. 8. **Design & Print**    1. Assist with creation of brochures for all courses, ensuring content and branding is correct and up-to-date.    2. Produce bespoke printed materials to support specific campaigns using InDesign, Photoshop or other related software.    3. Maintain a library of high-quality and up-to-date photography for all three business streams. 9. **Miscellaneous**   9.1. Be flexible in developing skills and areas of responsibilities as requirements evolve.  9.2. Attend regular marketing meetings for all three business streams on both sites.   * 1. Attend college events in the evenings and at weekends where required.   2. Carry out any other task as reasonably required by the Principal, Director of Marketing and Admissions and Marketing and Communications Manager. |
| **TERMS AND CONDITIONS** | |
| **Terms of Employment** | Permanent, Full time |
| **Place of Work** | 131 Banbury Road, Oxford, OX2 7AL |
| **Hours of Work** | 35 hours per week |
| **Probationary Period** | 6 months |
| **Notice Period** | 1 month |
| **Salary / Pay** | C. £23,000-£26,000 dependant on relevant skills and experience |
| **Holidays** | 22 days’ annual holiday entitlement, plus bank and public holidays and the period over Christmas when the College is closed. Some Bank holiday working – Time of in lieu |
| **Pension** | A contributory pension is offered through St Clare’s group personal pension scheme, following a 3-month deferment period. The employer pays double the contribution of the employee, up to a maximum of 10% of gross salary, i.e. the employer pays up to 10%, and the employee pays up to 5%. Employee’s contributions above 5% may be made, but do not attract a matching contribution from the employer. |
| **Life Assurance** | Death in service benefit is four times annual salary |
| **Meal** | A free lunch is provided in the College dining room or The Sugar House café on working days and when students are in residence. |
| **PERSON SPECIFICATION**  *The successful candidate will have demonstrated the following essential (E) or desirable (D) skills and experience:* | |
| **Education and qualifications** | * Graduate or significant experience in Marketing (E) * Professional marketing qualifications would be an advantage (D) |
| **Knowledge, skills and experience** | * Marketing experience ideally gained within an educational environment (D) * Previous direct experience in marketing, particularly social media and web marketing (E) * Able to write accurately, concisely and to the point in English (E) * Able to write appropriately to different audiences, e.g. agents, parents and students (E) * Good eye for photography (E) * Able to use electronic marketing tools and be aware of a multitude of marketing techniques (E) * Experience of WordPress and InDesign (E) * Excellent IT skills (E) |
| **Personal skills and attributes** | * Excellent communication skills, both written and oral (E) * A pleasant and open manner, with excellent interpersonal skills and the ability to work efficiently and effectively with others and on their own (E) * An understanding of the particular demands of an educational institution (D) |

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| **References and Pre-employment Checks**  *St Clare’s is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. All offers of employment and contracts are issued subject to satisfactory references and outcomes on all necessary pre-employment checks including DBS records and establishing the right to work in the UK. Some or all of these checks may have been undertaken before an offer is made.*  *Under the National Minimum Standards for Boarding Schools, we are required to follow the guidance in Keeping Children Safe in Education and undertake additional checks on employees.* | |
| **References** | Full written references and phone references on quoted references may be obtained before or after interview. One referee must be your current or most recent employer. References must also include the last place of employment where you worked with children or vulnerable adults. References from friends or relatives will not be accepted. Please ensure referees know they will be contacted and will respond promptly. |
| **Identity, right to work and qualifications** | Original documents confirming proof of identity, right to work in the UK and relevant qualifications will be required. |
| **Police checks / DBS** | Police checks / Disclosure and Barring Service checks will also be undertaken for which employees / prospective employees are required to provide information and consent. **Candidates who have lived and worked abroad in the last five years will be required to seek good conduct references, or the equivalent, from the countries in which they worked, as a *pre-requisite* of employment.** |
| **Health questionnaire** | Satisfactory completion of a health questionnaire. |
| **Prohibition order checks** | Prohibition order checks will be carried out for all teaching positions, including a check of any EEA sanctions or restrictions, and for senior management positions as appropriate. |

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| **HOW TO APPLY** | |
| **Applications** | Applications must be made using the College’s standard application form which can be found on the College website at [www.stclares.ac.uk/recruitment](http://stclares.ac.uk/recruitment).  CVs will only be accepted if accompanied by a St Clare’s application form. |
| **Email** | Applications should be submitted by email to [recruitment@stclares.ac.uk](mailto:recruitment@stclares.ac.uk) |
| **Post** | Recruitment, HR Department, St Clare’s, Oxford, 139 Banbury Road, Oxford, OX2 7AL |
| **Contact us** | Tel: 01865 552031 |
| **Deadline for applications** | **10am Friday 14th December 2018** |
| **Interviews** | **Thursday 20th December 2018**  The interview process will include some testing of key attributes. |