**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.*

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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 multi-channel marketing techniques to promote St Clare’s to students, staff, parents, alumni, and external partners around the world.  The Marketing and Communications Officer is responsible for the delivery of internal and external marketing and communication across the college. This will involve:   * producing engaging marketing materials for social media, website, email, and print * copywriting, proofreading, and brand awareness * advert and newsletter creation * design, photography, and video creation * administration and database management * organising and attending college events * student and alumni engagement * enquiry management and customer service * print and merchandise coordination including distribution of marketing materials   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. Admissions is devolved into three business streams (IB, International College, Summer School) and Marketing is a centralised function which works strategically to serve all business streams. Alumni Relations and Development are growing areas within the central Marketing Department. |
| **Reporting Structure** | | The Marketing and Communications Officer reports directly to the Marketing and Communications Manager, with overall strategic direction from the Director of Marketing, Admissions and Development.  The Marketing and Communications Officer works closely with Marketing, Recruitment and Admissions colleagues, as well as other staff where appropriate.  The Marketing and Communications Officer is an active member of the Marketing Team and attends regular team meetings.  The Marketing and Communications Officer builds strong relationships with various external suppliers. |
| **Key Responsibilities** | | 1. **Social media**    1. Coordinate and populate the social media planner for all business streams.    2. Update and maintain St Clare’s social media channels to ensure a regular flow of current news and encourage engagement. These include Facebook, YouTube, Twitter, LinkedIn, Instagram and St Clare’s Connect (Graduway).    3. Ensure enquiries are handled promptly and engage with followers.    4. Create written content and visuals with photography and video.    5. Research and develop future social media channels. 2. **Email communications**    1. Manage enquiries through our central inboxes, offering excellent customer service.    2. Plan and implement regular email communications to prospective parents, students, alumni and partners. Monitor response rates, segment data, and manage database contacts.    3. Research and develop new email marketing initiatives. 3. **Website**    1. Make web updates to reflect our course offering, as required.    2. Populate news on the website. Liaise with internal staff to gather content.    3. Work with the Marketing and Communications Manager to evaluate usability and make improvements, as required.    4. Coordinate and maintain the St Clare’s profile on directory and external partner websites. 4. **Marketing asset coordination**    1. Identify opportunities to collect photography and video assets.    2. Arrange and take photos and video footage, when required.    3. Maintain a library of high-quality up-to-date photography for all three business streams and catalogue asset records on a database.    4. Coordinate and gather student and alumni profiles for all courses, including video and photography assets.    5. Attend student-facing events on behalf of the marketing team.    6. Welcome alumni to St Clare’s and gather information. 5. **Design & Print**    1. Assist with creation of brochures for all courses, ensuring content and branding is correct.    2. Produce bespoke print/digital materials to support specific campaigns using InDesign, Photoshop, or related software. 6. **News & Media**    1. Gather newsworthy St Clare’s content and regularly disseminate to relevant associations, publications, and the press both locally and internationally. 7. **Planning**    1. Plan marketing priorities based on assigned objectives.    2. Plan communications based on recruitment activities and the marketing diary.    3. Conduct market research, including competitor and benchmark analysis. 8. **Miscellaneous**   9.1 Be flexible in developing skills as requirements evolve.  9.2 Attend and be an active participant in marketing meetings.   * 1. Attend events in the evenings and at weekends where required.   2. Liaise with external suppliers on print and merchandise requirements and maintain ongoing records.   3. Carry out any other task as reasonably required by the Principal, Director of Marketing, Admissions and Development and Marketing and Communications Manager. |
| **TERMS AND CONDITIONS** | | |
| **Terms of Employment** | | Permanent, Full time |
| **Place of Work** | | 139 Banbury Road, Oxford, OX2 7AL |
| **Hours of Work** | | 35 hours per week |
| **Probationary Period** | | 6 months |
| **Notice Period** | | 1 month |
| **Salary / Pay** | | Up to £24,821, Grade 5 point 1 on the ACLS St Clare’s salary scale |
| **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 off in lieu.  ACLS |
| **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 hall 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** | | * Previous direct experience in digital, social media and web marketing (E) * Able to communicate accurately, concisely and to the point in English with a good attention to detail (E) * Able to write appropriately to different audiences, e.g. agents, parents, alumni, and students (E) * Experience of proofreading (E) * Able to use digital marketing tools and have an awareness of Search Engine Optimisation and web analytics (E) * Experience of WordPress and InDesign (E) * Excellent IT skills (E) * Strong customer service skills (E) * Good organisational skills (E) * Good eye for photography (D) * Able to use video as a marketing tool (D) * Marketing experience ideally gained within an educational environment (D) |
| **Personal skills and attributes** | | * Excellent communication skills, both written and oral (E) * To be able to us own initiative (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 demands of an educational institution (D) |
| ***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. | |
| **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) | |
| **Contact us** | Tel: 01865 552031 | |
| **Deadline for applications** | 9am Friday 25 June 2021 | |
| **Interviews** | The interview process will include some testing of key attributes. | |