



## Job Description

**Job Title:** Digital Marketing Officer  
**Department:** Admissions and Marketing  
**Responsible to:** Marketing and Communications Manager  
**Last reviewed:** June 2021

### Job Outline & Purpose:

The purpose of the Marketing department is to deliver successful targeted communications and marketing activity in accordance with the school's overall communications and marketing objectives. Their aim is to maximise positive brand awareness for the school and influence prospective parents and pupils to consider Haileybury as a potential senior school option.

The Digital Marketing Officer must be able to anticipate project needs, discern work priorities, meet deadlines with little supervision, and be willing to work the additional hours necessary to fulfil the needs of the job. They should have a love for video content production, website content management, and analytics and provide outstanding customer service. They will be an enthusiastic professional who is able to build relationships with internal and external customers.

The nature of a 24 hour seven day week boarding school means flexibility is vital. As a result, in addition to the core working hours, the job holder will be required to work reasonable additional hours as are necessary. This will include working early mornings, evenings and at weekends, especially on special event days.

### Duties:

The post holder will:

- manage all content on the school's website, ensuring the focus is on the user experience for our pupils, parents and staff. Ensuring the online presence is consistently accurate and of high quality
- monitor digital platform performance and trends, including google analytics and feeding back recommendations and improvements
- manage all areas of photography and videography booking and usage for the department, for any events or occasions where required, including briefing and on-site management
- drive and deliver all external facing video content, whether it being project managed using external film companies, or in-house from brief to editing, ensuring content is of a high standard and in-line with the team's wider strategy
- project management and delivery on across all print, digital and marketing events where relevant
- ROI in all areas of ownership and making recommendations based on findings, as well as providing highlights for key stakeholders
- constantly drive improvements for strong content from briefing, design, to editing across all channels, including web, video, photography, social media, email and print

- regularly create required printed materials from briefing to completion
- develop close working relationships with Housemasters, Housemistresses, Heads of Department, other teaching, co-curricular and support staff
- develop strong relationships with a range of community stakeholders
- ensure that all work is supported with an appropriate paper trail i.e. supported by a filing system that contains clear and accurate working papers
- make use of appropriate equipment and facilities in order to complete duties in the most efficient and effective way
- establish and maintain effective communication channels and efficient/effective working relationships with other members of the Admissions and Marketing department and the School's staff
- keep Marketing & Communications Manager fully up to date and informed about all allocated areas of responsibility and to report any significant problems as appropriate and within a reasonable time frame
- undertake appropriate training to ensure that skills remain up-to-date and commensurate with the first class service required for this role
- remain up to date with all appropriate practices, procedures and regulatory requirements within your allocated areas of responsibility
- complete all duties effectively, efficiently, accurately, and within allocated deadlines
- undertake responsibilities at Haileybury in respect of Data Protection. Staff members are responsible for ensuring that any personal data held by them is kept securely. This includes, appropriate use of computer ID's and passwords
- undertake your responsibilities to promote the safety and wellbeing of children and young people
- assist in other areas of work within the department and School which are within your skills and capabilities, as reasonably requested

It should be noted that this job description identifies the current principal duties of the post; it does not detail every task to be undertaken. The post-holder will be required to undertake any duties as required by the Line Manager, which fall within their capabilities or the requirements of the School.

## **Person Specification**

### **Experience**

- Previous experience in a marketing role
- Experience of a busy, multi-disciplined environment
- Experience in content management of WordPress websites
- Strong Google Analytics understanding
- Experience in responsibility for creating and uploading copy, photographs, sound clips and video content for websites and newsletters
- Demonstrable experience of managing projects
- Experience of producing reports

- General office administration e.g. letter writing, creating and manipulating data in spreadsheets, mail outs, maintaining records and filing systems
- Experience of working in an educational environment advantageous

### **Skills**

- Excellent copy writing skills
- Working knowledge of using iMovie or similar video editing software for various channels
- Confident in press interviewing and asking key questions
- Highly articulate, confident and dynamic personality
- Good analytical skills, applied to tracking performance across GA and other reporting suites
- Excellent project management skills
- Creative outlook with an eye for design and layout
- Good working knowledge of updating digital channels
- High level of computer literacy, particularly Outlook, Word, Excel & PowerPoint
- Strong customer focus, with excellent communication skills with all relevant client groups, both internally and externally
- Ability to understand and operate within a school environment
- Well organised with the ability to prioritise work to deadlines and under pressure
- Ability to work in a way that promotes the safety and wellbeing of children and young people
- Ability to maintain confidentiality with tact, diplomacy and discretion
- Ability to work in a team and individually, using own initiative
- Flexible with the ability to adapt to changes to work schedules and manage workload effectively
- Accurate with an eye for detail
- Confident, self-motivated and proactive
- Enthusiastic with the ability to learn
- Honest, polite, reliable, resourceful, flexible, punctual and committed

### **Qualifications**

- CIM qualification and/or a marketing degree (or equivalent)

### **Child Protection at Haileybury**

Though this role does not require the direct supervision of pupils, in addition to their job description, the job holder should be aware of their responsibilities for promoting and safeguarding the welfare of children and young persons who they may come into contact with whilst at Haileybury.

### **Health & Safety at Haileybury**

Under the Health and Safety at Work etc. Act 1974 and associated legislation, colleagues at Haileybury are expected to be comply with H&S requirements at all times, including but not limited to Risk Assessments, COSHH, PPE, Manual Handling and to follow Haileybury policies/procedures. Specifically, colleagues must continuously carry out all duties in a manner, which endangers neither themselves nor others. If you consider something is unsafe or likely to cause injury or ill health, you must rectify it if safe to do so, or report it to your immediate manager or the Health and Safety Manager.

### **Data Protection at Haileybury**

The School will comply with its obligations under the prevailing data protection legislation when processing your personal data. For further detail in this regard you should refer to the School's Data Protection Policy and the Staff Privacy Notice which can be found on the website <https://www.haileybury.com/privacy-notice>

**Code of Conduct Statement**

Colleagues at Haileybury are expected to work together showing respect, courtesy and helpfulness, cooperatively working with a positive ethos and culture, whatever the staff member's position may be. Each individual should try to see and appreciate what others are doing and understand that the provision that we offer our pupils can flourish only with the active assistance of all concerned.