



## PRIOR'S FIELD SCHOOL

### Job Description for Marketing Assistant (fixed term)

#### The position

Working on a wide range of school communications and activities and contributing to the overall goals of the External Relations team.

**Reports to** the Director of Admissions and Marketing

#### Specific responsibilities of the role include:

- Working alongside the Director of Admissions and Marketing to maintain school brand and house style
- Producing high quality, engaging and inspiring content across a range of formats
- Creating marketing content to support the marketing strategy
- Working with the Digital Content Officer to refresh, update and maintain the school website
- Assisting with the planning, collation and production of online and printed promotional and advertising materials to include printed brochures, directories and membership profiles of the school
- Creating content to apply for school awards and accolades
- Being an integral member of the Admissions and Marketing team, including covering team members' work in their absence
- Contributing to the efficient and smooth running of the school's administration

This Job Description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.

Prior's Field is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

#### PERSON SPECIFICATION

	Essential	Desirable
<b>Experience and qualifications</b>		
Degree level qualification	x	
Proficient and experienced user of the key components of the MS Office Suite (training will be provided for the specialist software)	x	
Proficient user of design tools such as Adobe suite, InDesign etc	x	

Proven copy writing ability	x	
High standard of written English, excellent proof-reading skills and a strong eye for detail	x	
Understanding of the UK independent education industry		x
Previous work experience in a UK independent school with a boarding element		x
Knowledge of GDPR	x	
<b>Skills and competencies</b>		
Ability to work confidently with a wide range of internal and external stakeholders with due regard to their potential level of influence on the school and its operation	x	
Ability to manage a busy workload with sometimes rapidly shifting priorities	x	
Strong communication skills, both oral and written, and customer focus – excellent telephone manner	x	
Strong organisational and planning skills	x	
Effective time management skills and the ability to multi-task and prioritise work	x	
Ability to communicate complex or sensitive information and to draft complex or sensitive emails, letters and other documents to a professional standard	x	
Ability to identify problems with your own and others' work within the school, and to correct or report these issues as necessary	x	
Ability to have an awareness of activities taking place across the school to draw links and communicate and plan work accordingly	x	
Ability to solve problems that may significantly impact on others and for which the correct solution is not obvious	x	
Good work attendance record	x	
<b>Personal qualities</b>		
Positive, proactive, willing, flexible, calm, reliable, reactive, friendly, hard-working, helpful and professional in attitude	x	
An aptitude for and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges	x	

Enthusiastic and self-motivated – will actively seek to further the school's best interests	x	
Good sense of humour	x	
A creative mind with an ability to suggest improvements – problem-solving skills	x	
A passion for the transformational impact of education and an empathy with the school's aim and vision	x	

### Terms of employment

<b>Salary</b> <ul style="list-style-type: none"> <li>Dependent on experience</li> </ul>
<b>Hours</b> <ul style="list-style-type: none"> <li>15 hours per week (working pattern to be agreed)</li> <li>Term time only</li> </ul>
<b>Benefits</b> <ul style="list-style-type: none"> <li>Catering at Prior's Field is five star. Lunch, morning and afternoon break is available to all staff during term time.</li> <li>Staff have access to school facilities such as the gym and swimming pool.</li> <li>Free on-site parking is available.</li> <li>Eye care voucher scheme – all members of staff are eligible for a free eye test and a contribution towards glasses required for VDU use</li> <li>Group Private Health Care Plan – paid for by the employee, but the group plan allows us to facilitate better rates for our staff</li> <li>Cycle to work scheme</li> <li>Generous contributory defined contribution pension scheme</li> <li>Staff fee discount of 50% FTE (eligible after passing probationary period)</li> <li>Access to 24-hour counselling helpline</li> <li>The school supports professional development and training will be provided in specialist areas</li> </ul>
<b>Conditions</b> <ul style="list-style-type: none"> <li>The position is subject to DBS certification and satisfactory references being obtained</li> </ul>