**BIDDENHAM INTERNATIONAL SCHOOL & SPORTS COLLEGE**

**JOB DESCRIPTION**

**Job Title**: Marketing and Events Coordinator

**Grade**: NJC Level 3D (point range 7 to 11)

**Hours:** 37 hours per week, term time only, including training days,

Plus 3 weeks during the summer break

**Responsible to**: School Principal

**Job Purpose:**

To develop and implement marketing strategies that promote Biddenham International School to the wider community, both locally and nationally. To coordinate and lead on all major events held at Biddenham International School.

**MARKETING**

* To positively promote the school through targeted and regular communications:
* through in touch messages to parents/carers
* regular updating of the school website
* presence in local and national press
* To update the school website including events and important information relevant to parents.
* To attend meetings with the ICT Network Manager and Assistant Head KS3 termly to play a leading role in developing and maintaining the website.
* To ensure that the website evolves to be effective and ‘outward facing’ and provides up to date information for parents.
* To post on Twitter, LinkedIn, Instagram, Facebook and other social media channels to monitor responses and comments.
* To create and maintain a database of alumni through Unifrog and LinkedIn:
* Work in conjunction with outside agencies and the Deputy Head Curriculum to develop and maintain an alumni database system to collect and re-establish details of leavers,
* Manage the data to track their progression from leaving education to utilise them as educational role models, mentors, school assemblies and work experience providers,
* Communicate with them through regular newsletters, emails and social media.
* To ensure communications are audience focussed, of the highest standards and use the right channels for maximum impact:
* Marketing materials both printed and digital are accurate, relevant and up to date,
* The school continues to build and communicate a strong and positive profile and relationship with its stakeholders and local community.
* Effective, proactive and reactive media relations, internal communications, digital online, social media, event management, marketing and associated materials,
* Effective internal communications and staff liaison.
* Work with the Senior Leadership Team to update the School Prospectus and additional printed and digital marketing materials and to ensure that the supplementary information booklet is up to date.
* Organise and attend photo shoots for new prospectus and for additional marketing purposes.
* Responsibility for the positive marketing and promotion of the school to our audience that includes parents, students, stakeholders, staff and the wider community.
* Attend the school’s student forum to discuss the marketing strategy and obtain student voice.
* Ensure the local and national press are kept informed of Biddenham International School and to work closely with the media to promote the school; this is to include local print and broadcast media, community media and specialist education media where appropriate.
* Produce and distribute regular school newsletters and other communication materials for both the external and internal audience as required.
* Update and create club posters/brochures and add these to the school website as required.
* Order all signage for the school, especially ready in time for open evening.
* Order picture frames and print off relevant pictures to put around school, refreshed yearly.
* Take photographs of new staff and in year admissions, to keep SIMS up-to-date.
* Take photographs of activities around the school for social media purposes.
* Take tours around the school for new admissions, interview candidates and visitors when required.
* Develop good community relationships through face to face communications, dialogue and meetings.
* Organise and attend meetings with external agencies to encourage effective two-way communications and gather feedback.
* Maintain notice boards and visual displays throughout the general areas of the school and ensure that they are up-to-date, relevant and in good condition.
* Update internal staff notices and visual displays ensuring information is up-to-date, relevant, refreshed and clearly advertised to all staff in school.
* Adhere to GDPR laws and maintain confidentiality at all times.

**EVENTS, CELEBRATIONS & PRESENTATIONS**

* To be responsible for providing hospitality, including catering for training and meetings, sometimes working outside normal office hours where required.
* To be responsible for the organisation of school events – with help from the relevant administrative or technical staff – specifically:
* Whole School Open Evening
* Sixth Form Open Evening
* Sixth Form Awards Evening
* Annual Drama Performance
* Annual Music Recital
* Spring into Dance
* Sports Presentation Evening
* Annual Art Exhibition
* Year 11 Prom
* Parents Evenings - Years 7 to 13
* Performing Arts Shows
* Science STEAM Fair
* Assist departments with their specific events, as required
* To liaise with the identified member of staff to ascertain their precise event requirements.
* To raise the profile of the event within the school and the community.
* To advertise events on social media and the school website.
* To create timelines and proposals to support staff to lead on events (eg: risk assessments, venues, suppliers, staffing, tickets and posters).
* To liaise with the Finance Officer regarding invoices and budgets.
* To ensure that all branded/marking of events are of a consistently high professional standard.
* To identify key partnerships that will enhance and sustain events.
* To monitor any on-going adjustment to an event, in conjunction with staff leading the event
* To liaise with site staff regarding room layout and equipment required.
* To ensure all staff leading the event are fully aware of their responsibilities, both regarding the dismantling and removal of the event equipment plus the efficient clearing of the venue.
* To troubleshoot on the day of the event and to ensure all runs smoothly.
* To co-ordinate the post event evaluation.

**RECRUITMENT**

* To work with the HR Assistant to run interviews on the day:
* support the organisation of student panels,
* to order catering,
* to book rooms,
* to organise the spaces into professional interview locations.
* To work with the HR assistant to market school vacancies on social media.
* To be available to escort interview candidates on school tours.

**OTHER ADMINISTRATIVE DUTIES**

* To be responsible for opening and sorting mail including email, replying as appropriate.
* To make and receive telephone calls and deal, as appropriate.
* To assist other administrative and reception personnel as required from time to time.
* Ad-hoc telephone reception cover during staff absence.
* General office tasks during school holiday periods.

**GENERAL**

* To be aware of and comply with policies and procedures relating to child protection and safeguarding, including PREVENT, health and safety, confidentiality and data protection reporting all concerns to an appropriate person.
* Anything else that the Headteacher might reasonably request or is required to ensure the job is completed.
* To undertake staff training as may be required.

**BIDDENHAM INTERNATIONAL SCHOOL & SPORTS COLLEGE**

**PERSON SPECIFICATION**

**MARKETING and EVENTS COORDINATOR**

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| **Attributes** | **Essential & Desirable** |
| **Education/**  **Qualifications** | Essential:   * Educated to GCSE level with English and Mathematics at Grade 9 - 4 (A\* - C) or equivalent. * Proficiency in Microsoft Office using Word and Excel. * Proficiency in using Google.   Desirable:   * GCE, A Level or equivalent in English Language. * Events Management and/or Marketing Qualification. * A degree in Marketing or Events Management. |
| **Experience** | Essential:   * Previous experience of administrative work. * Marketing training and/or experience. * Good understanding of marketing principles. * Experience of organising promotional or charitable events. * The ability to use creative software to design visual content. * The ability to compose and post online content on the school's website and social media accounts.   Desirable:   * Previous experience of using an educational software package eg: SIMS. * Experience of working in a school or educational environment. * Experience in taking digital photographs and modifying these for use in publications and website. |
| **Skills/**  **Knowledge/**  **Aptitude** | Essential:   * Knowledge of ‘WordPress’ or the desire to train. * Excellent interpersonal skills * Ability to cope with conflicting demands, deadlines and frequent interruptions. * Ability to maintain confidentiality at all times. * Exceptional attention to detail. * Confidence to build relationships with internal and external stakeholders * Developed soft skills such as communication, teamwork, time management, organisation and problem solving * Creative skills, including writing, design and possibly digital editing * Excellent organisational and communication skills with the ability to respond positively to changing circumstances. * Adaptability and resilience to work flexibly in a team situation whilst being able to prioritise, show initiative and work independently, ensuring key route tasks are achieved within deadlines. * Ability to troubleshoot emerging problems with confidence. * Understanding the need for and ability to abide by GDPR laws.   Desirable:   * An understanding of safeguarding responsibilities for school based staff. * Commercial awareness. * Support the Senior Leadership Team on school marketing activity and effectiveness. * Valid UK Driving Licence. |
| **Motivation** | Essential:   * Can do approach to projects as a self-starter with the ability to work using own initiative. * Willingness to support other colleagues when needed. * Take responsibility for own professional development and be willing to partake in continuing professional development. * Commitment to keeping self up-to-date with pertinent information and educational initiatives. * Confidence and independence to work using own initiative to solve unexpected or new problems in a methodical, efficient manner seeking support and assistance where appropriate. |
| **Physical** | Essential:   * Ability to undertake all physical aspects of the post in a swift and timely manner, particularly in relation to movement around the school preparing the site for visitors, parental evenings and whole school events (in conjunction with others). |