



MILLFIELD

PR & MARKETING OFFICER

Position Description

Purpose: Working with the Head of Marketing and PR & Marketing Assistant to plan, manage and deliver all aspects of Millfield's publicity programme with a strong focus on social media. Lead on strategic content generation, media relations, monthly newsletters, video and photography. Manage production of all content and social media accounts.

Responsible to: Head of Marketing

Department: Millfield

Sector: Marketing

Key Responsibilities:

1. Generate and upload daily copy and multimedia content for digital media including website, newsletters, blogs, podcasts and social media channels across both schools.
2. Manage, monitor and evaluate Millfield's social media channels, including supporting staff to create their own accounts and delivering training.
3. Generate and manage the use of video for social media and, where applicable, wider marketing campaigns.
4. Work with Head of Marketing and PR & Marketing Assistant to evaluate opportunities for media coverage and target pitches and press releases to relevant media publications and broadcast outlets.
5. Create, implement and evaluate PR campaigns for high profile events or launches.
6. Manage the production of online content (content recommendation, copywriting, production (including multi-media) and distribution, including SEO to target particular audiences). Track statistics for online content, review and make recommendations.
7. Work with the PR & Marketing Assistant to produce and distribute the senior school monthly HTML parent newsletter and termly Admissions newsletter, and support enterprises, Foundation and OMS with their newsletter content.
8. Work with the PR & Marketing Assistant to manage photography requirements, roster of photographers, briefings and shoots, requests for photography and video and filing of assets.
9. Assist in handling of crisis PR situations.
10. Attend Open Days and other out of hours marketing events as required.
11. Develop successful relationships with key contacts, national and local journalists, influential bloggers, partners, internal & external stakeholders.
12. Work with the PR & Marketing Assistant to collate and distribute fortnightly media cuttings reports to staff
13. Update and maintain contacts databases and processing of invoices.

14. Assist the Marketing Manager with projects or events by agreement with the Head of Marketing.
15. Any other duties that your line manager sees fit, providing that such duties are appropriate to your role.

Essential skills:

Two years of experience in PR, media or journalism.

A journalism background is advantageous, with an eye for a story and knowledge of media relations.

Video creation and editing is required.

A passion for keeping up to date with the latest trends in social media and digital content and implementing new ideas.