



STONAR

JOB DESCRIPTION

Marketing Officer

ABOUT STONAR

Stonar School is a vibrant co-educational day and boarding school for students aged 2 – 18. As one of over 60 schools worldwide in the Globeducate Group (<https://www.globeducate.com/>), Stonar has a global educational perspective, yet it is located in stunning grounds in the Wiltshire countryside just eight miles from the centre of the city of Bath and within easy reach of the M4 corridor. Pupils consistently achieve excellent results, which are beyond expectations both academically and personally and the School is noted for its exceptional onsite equestrian centre.

In addition to the term time day and boarding offering, Stonar also runs residential riding camps during the school holidays.

We are looking for an organised, creative and enthusiastic Marketing Officer to join our busy Marketing & Admissions team.

The Admissions and Marketing Team is responsible for ensuring that the unique elements of the School environment, excellent educational offer and pupils' achievements are authentically brought to life through our Admissions events and online and offline marketing communications.

THE ROLE

Job Title:	Marketing Officer
Reporting To:	Director of Admissions & Marketing

Main Purpose of the Post

Working closely with the Director of Admissions & Marketing and Marketing Manager, the Marketing Officer will be influential in raising awareness of Stonar and ensuring all events and marketing materials effectively communicate the Stonar difference to prospective and current parents and pupils. The School recruits domestically and internationally, welcoming day pupils from ages 2 to 18 and boarders from 9 years old. There is a busy annual schedule of pupil recruitment events to oversee, as well as management of the weekly newsletter and the production of a range of online and offline marketing materials. A creative eye, can-do attitude and excellent organisational skills are essential to the role.

The successful candidate will thrive in a busy environment and be willing to take an active and flexible role in supporting the Admissions & Marketing team, happy to get involved in other areas of this busy department to support the wider team.

Key Responsibilities

Communications

- Manage the editing of the School website and, where appropriate, repurpose content from other digital channels
- Support the Marketing Manager in the collation of content and imagery for social media channels, for both organic posts and scheduled campaigns, including capturing and editing photography, videos and stories from across the school
- Produce an engaging weekly newsletter for parents, liaising with staff from across the school to secure content and ensure balanced representation

Event Management

- Responsibility of all aspects of the planning, organisation and on-the-day management of pupil recruitment events and open days, working closely with the Admissions & Marketing team. Some of these events may take place during evenings and weekends
- Plan, organise and manage all aspects of the event from initial briefing, allocation of tasks across the staff team, coordination, logistics and presence on the day
- In conjunction with the Admissions Team, monitor event registrations
- Book spaces for events, as required
- Order relevant supplies to meet the requirements of the event (catering, marketing materials, signage etc.)
- Timely communication to all staff and pupils involved in events, with clear expectations outlined of tasks and responsibilities
- Communicate with event attendees in relation to event details
- Work closely with the Admissions Manager to support the weekly schedule of individual family visits and ensure all signage and materials are prepared in a timely manner
- Ensure the School calendar is kept up to date with Marketing & Admissions events
- Attendance at the weekly calendar meeting
- Work in conjunction with the Director of Admissions & Marketing and the Marketing Manager to ensure a marketing communications plan is executed to maximise awareness and attendance of the events
- Support arrangements, logistics planning and prepare materials for staff members attending third party national and international pupil recruitment events

Marketing Collateral

- Support the development and production of marketing materials, including liaison with third-party suppliers, including internal publications, prospectuses, brochures and presentations
- Ensure the Stonar brand and guidelines are consistently utilised
- Responsibility for the production and supply of materials for the School's stands at external recruitment events, e.g banners and merchandise

- Liaise with the Reprographics department and external printers to ensure sufficient stock of marketing and admissions materials for event attendees
- Manage the stock of all marketing collateral, maintaining a system that identifies when stock needs reordering
- Responsible for updating content on third party platforms, e.g. agent portals
- Manage the list of marketing non-consenters within the school and ensure that all marketing materials are GDPR compliant

Any other routine and adhoc administrative support for the Admissions & Marketing team as requested the Director of Admissions & Marketing.

Review and Amendment

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

PERSON SPECIFICATION

The Marketing Officer will be an organised, outgoing and detail-oriented individual who has a creative eye and is driven to successfully deliver projects. Comfortable both working as part of a team and as an individual, it is essential that the successful candidate is prepared to 'muck in', being both self-motivated and willing to work under direction.

The ability to remain calm when under pressure is essential, as well as the ability to work at pace and get things done.

Experience and Skills

- Can demonstrate marketing experience, although not necessarily from an educational background
- Knowledge and understanding of social media channels including Facebook, Instagram, LinkedIn, X and TikTok
- Experience of producing high quality marketing communications for external and internal audiences
- Excellent administrative skills
- Evidence of a creative outlook, with an interest and experience in imagery, photography and digital content
- Ability to produce accurate work and pay excellent attention to detail
- Demonstrable time management and organisational skills, with experience of juggling multiple projects
- Experience of working with a variety of suppliers and internal departments
- Ability to work as part of a team, as well as unsupervised and complete set task to tight deadlines
- Excellent proficiency in Microsoft Office 365
- Understanding of website content management systems or a willingness to learn
- Understanding of databases an advantage to support maintenance of HubSpot CRM system

Personal Attributes and Capabilities

- Excellent written and spoken English
- Strong interpersonal skills, with the ability to develop excellent working relationships both inside and outside of the School
- Understand the importance of delivering outstanding customer service
- Be comfortable working in a busy environment with competing demands on time
- Hard working, committed and self-motivated
- An enthusiastic, confident and positive personality and attitude
- Adaptable and flexible to meet the needs of the team and the School
- A creative problem solver with a positive and helpful approach
- To always work with integrity and to maintain confidentiality
- Determination to authentically promote the success of the School

Qualifications

- Marketing qualification is desirable, but not essential
- A degree or equivalent knowledge or experience
- Literature and numerate (GCSE or equivalent grades A-C English & Maths)

Terms of Employment

- Hours: Full time, year round
- Holiday: 25 days' holiday plus Bank Holidays. Holidays are to be taken during school holidays
- Office hours: Normal office hours are between Monday to Friday, 08:30 to 17:00 with a one hour unpaid lunch break.
- Lunch is available when the school kitchen is open (no financial compensation is made during school or kitchen closure i.e Covid 19 lockdown)
- 10 days company sick (pro rata)

The duties and responsibilities shown above are not intended to be exhaustive and staff will be expected to be flexible and to take on new responsibilities and tasks as necessary to meet the changing needs of the school.