

Post: Marketing and Communications Officer

Reporting to:

1. Marketing and Communications Manager, Prior Park College

Prior Park Schools

Across three sites, the Schools educate over 1100 young people of all faiths and none. The values underpinning the Mission and the Schools' educational offerings are Curiosity, Generosity, and Courage. The Schools believe that quality education changes lives and that outstanding schools are engines for positive social transformation.

Our Schools provide excellent teaching, equipping our young people to leave for a variety of exciting destinations. The success of what the Schools do in the classroom is intertwined with their co-curricular offerings. The young people undertake a wide variety of activities, which, in addition to being fun, challenge them to persevere to succeed. We work together imaginatively and courageously to hone the skills our young people need to forge their place in the world.

Prior Park Schools (PPS) have long been renowned for the quality of their pastoral care. Grounded in the love that sits at the centre of our Mission, our pastoral ethos allows young people to feel safe and secure to challenge themselves, to learn who they want to be, and to discover the difference they want to make.

Each of the Schools' Heads are supported by a Leadership Team, who together lead the day-to-day educational business of their respective schools. The Board of Trustees provides governance and support for the Heads and their schools via a number of Advisory Committees which include Local Boards for each of the schools, the Finance, Audit, Investment & Risk Committee (FAIR), an Education Committee and Safeguarding oversight.

The Executive management of the schools is devolved to the Prior Executive Board (PEB), the standing members of which are the Heads of each constituent school and The Director of Operations & Finance. The PEB drives the strategic development of PPS, ensuring that it is on track to deliver its vision and thereby remains a market leader in independent education

Purpose of the Role

The Marketing and Communications Officer (MCO) will assist the Marketing and Communication Managers (MCMs) with the delivery of internal and external marketing and communication across the schools. This will involve:

- Social media - produce engaging content across multiple platforms
- digital marketing campaigns
- copywriting, proofreading, and brand awareness
- newsletter creation

- photography and video creation
- administration and database management

Contacts

The MCO can expect to have a wide range of contacts with stakeholders within the organisation and some externally, e.g. with parents.

The Marketing Department

The Marketing Departments at Prior Park Schools play a vital role in recruiting students from the ages of 3 - 18 years, locally, nationally, and internationally. They also manage the brand identities of each school whilst presenting the day-to-day life of each school to all key stakeholders.

The Role

The MCO will report directly to and be line-managed by the Marketing and Communications Manager at Prior Park College. The role assists all three Prior Park Schools but, day-to-day,

supports the two Bath based schools. In their work, the post holder will have day to day responsibility for their own work priorities and maintenance of high standards.

The role is based predominantly at the two Bath schools but travel to other locations may be required as part of wider Prior Park Schools work.

The main areas of responsibility are:

Social Media

- Coordinate and populate the social media planner
- Create written and newsworthy content and visuals with photography and video
- Update and maintain the school social media channels to ensure a regular flow of current news and encourage engagement. Channels include Facebook, YouTube, Twitter, LinkedIn, Instagram
- Ensure enquiries are handled promptly and engage with followers
- Research and develop future social media channels.

Digital Marketing

- Deliver digital marketing campaigns across Prior Park Schools using all available channels to implement and optimise campaigns within agreed marketing spend levels, with a specific focus on paid-search and paid-social
- Provide analytical data to show value of digital campaigns
- Use data available to gain customer insight to help with marketing and customer experience improvements
- Assisting the Development and Alumni Office with marketing of alumni events
- Assisting the Commercial Activities Manager with 'Venue Hire' social media marketing
- Reporting on the success of social media channels.

Email Communications

- Compile PPC's weekly newsletter, Prior Knowledge.

Website

- Populate news sections on the website. Liaise with internal staff to gather content
- Coordinate and maintain school profiles on directory and external partner websites.

Marketing assets

- Identify opportunities to collect photography and video assets
- Arrange and take photos and video footage at both schools, to populate social media channels
- Maintain a library of high-quality up-to-date photography
- Attend student-facing events on behalf of the marketing team.

PR

- Develop good working relationships with local press
- Develop the profile of the schools by writing newsworthy articles.

Miscellaneous

- Assist The Paragon Marketing Manager with the administration of holiday clubs as required
- Conduct market research, including competitor, and benchmark analysis.
- Be flexible in developing skills as requirements evolve
- Attend and be an active participant in marketing meetings
- Attend events (such as Open Mornings and concerts) in the evenings and at weekends as and when required
- Help with cover of reception duties during school holidays.

Line Management

The Marketing and Communications Officer has no direct line management responsibilities.

The tasks listed above are not exhaustive and other additional, reasonable duties falling within capabilities of the post holder may be required, depending on the needs of PPS.

JD reviewed January 2023

Professional Specification and Personal Attributes

	Essential	Desirable
Qualification	<ul style="list-style-type: none"> • Minimum of 5 GCSEs, including English and Maths at Grade C or above, or their equivalent • Graduate in or work-based experience of marketing 	<ul style="list-style-type: none"> • Professional marketing qualifications would be an advantage
Experience	<ul style="list-style-type: none"> • Experienced and confident user of social media platforms in a professional environment • Hands-on experience using paid-search and paid-social channels in a commercial environment 	
Knowledge	<ul style="list-style-type: none"> • Able to use digital marketing tools and have an awareness of Search Engine Optimisation and web analytics • Recognition of the importance of customer experience, with an understanding of conversion rate optimisation tools • Good knowledge of video editing and how to use video as a marketing tool 	
Skills and competences	<ul style="list-style-type: none"> • Ability to write in a clear and engaging manner, and concisely in English, with exceptional attention to grammatical detail • Able to write appropriately to different audiences, e.g. parents, alumni, students 	

	<ul style="list-style-type: none"> • Excellent proofreading skills • Good eye for photography • Good organisational skills and an ability to multitask • Able to use own initiative • A pleasant and open manner, with excellent interpersonal skills and the ability to work efficiently and effectively with others and on their own. 	
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Child Protection

All staff employed by Prior Park Educational Trust must be committed to safeguarding and promoting the welfare of children and young people across our 3-18 Trust, both in and out of our Schools. All staff are expected to adhere to and always ensure compliance with the Trust's Child Protection Policy Statement. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.

Data Protection

In the course of employment at Prior Park Educational Trust, staff may have access to confidential information relating to pupils and their families and are required to exercise consideration in the way they use such information. Staff should not act in any way which might be prejudicial to the interests of any school within the Trust. Information which may be included in the category covers both the general business of the school and information regarding specific individuals. A strict code of confidentiality must always be adhered to. The Trust's schools operate under the Data Protection Act 2018 and implements policies that meet General Data Protection Regulations (GDPR). Staff must not at any time use the personal data held by the school or disclose such data to a third person.

Special Working Conditions

Prior Park Schools operates a policy under which smoking, including e-cigarettes or vaping, is not permitted anywhere onsite.