



## **MARKETING ADMINISTRATOR**

### **Safeguarding**

Moor Park is committed to safeguarding and promoting the welfare of children and expects all staff and volunteers to share this commitment. The successful candidate will be subject to an Enhanced DBS and other appropriate checks. Moor Park School is an equal opportunities employer.

### **Background**

Moor Park is an IAPS, co-educational, boarding and day school of Catholic foundation accepting pupils from 3 months to 13 years of age. Children from 3 months to three years are catered for in our Tick Tock nursery/childcare setting which runs for fifty weeks of the year. Thereafter, children enter Pre-prep until the end of Year 3. The Prep School completes a Moor Park education before the children leave to the full range of senior schools both locally and nationally. Being a boarding school for the 8- to 13-year-olds, the school operates on a 24/7 basis during term-time.

The school is built around a magnificent 18th century country house in approximately 85 acres of stunning grounds which include playing fields, woodland and a lake. It is situated just outside the market town of Ludlow in the beautiful Shropshire countryside.

Moor Park is renowned for its happiness, atmosphere and pastoral care. Relations between pupils and staff are relatively informal, but mutually respectful; children are encouraged to voice their views and opinions. Recent years have seen more than average numbers of leavers gaining scholarships to a variety of senior schools. The diversity of awards gained, which include academic, music, sport, art and all-round, testifies to the breadth of education on offer. Emphasis is on the individual, finding and encouraging aptitude and talent.

### **Purpose**

The Marketing Assistant will support the day-to-day marketing activities of Moor Park, helping to tell the story of school life. The role will also involve creating designs using Canva, writing and proofreading content, updating website content and supporting the delivery of marketing campaigns and Events. We are looking for someone who is creative, organised, enthusiastic, with a good eye for detail and an interest in visual storytelling. The postholder will be an ambassador for the school at all times, promoting the school's aims and ethos.

### **Job Description**

In consultation with the Head of Marketing, the marketing assistant will be responsible for:

#### **Content Creation**

- Assisting in design and preparation of eye-catching digital and print marketing materials using Canva
- Organising and maintain the School's digital image and video library and select photos for use



- Following safeguarding procedures, GDPR requirements and permissions relating to photography and filming
- Producing the weekly Newsletter

### **Copywriting and Communications**

- Writing engaging and accurate copy for social media posts, local press, website pages, newsletters, marketing materials and award entries
- Helping identify and develop stories celebrating pupil achievements, staff expertise and activities across the School
- Ensuring written communications reflect the School's tone of voice and brand.
- Coordinating articles written by staff and alumni for the school newspaper and liaison with production company to produce two newspapers per year.

### **Social Media and General Marketing Support**

- Assisting in managing the day-to-day posting and scheduling of content across the School's social media platforms.
- Keeping up-to-date with social media trends and platform developments.
- Monitoring social media channels and engagement
- Assisting in reviewing social media performance and reporting on engagement
- Providing general support across the Marketing Department, including assisting campaigns, maintaining resources, and supporting ongoing projects.
- Co-ordinating and promotion of pupil recruitment events

The list of duties is not to be regarded as exhaustive, and you may, at any time, be required to undertake additional or other duties as are reasonably necessary to meet the needs of the school. It is understood that you will not be required to perform duties which are not reasonably within your capabilities.

### **Person Specification**

The successful candidate will have the following skills, experience and qualities:

- Experience in photography, videography and creating engaging visual content
- Strong literacy and communication skills with accurate spelling, grammar and punctuation and the ability to communicate confidently and professionally with pupils and staff
- Self-managed and proactive
- Excellent organisational skills with strong attention to detail and accuracy and the ability to work to deadlines
- A flexible, proactive approach to work with the ability to manage multiple tasks and prioritise effectively
- Good IT Skills, Confidence using Canva and the MS Office suite



- Confident using social media platforms: LinkedIn, Facebook and Instagram and an understanding of how to create engaging content for different audiences
- Excellent team working skills with the ability to work collaboratively with colleagues
- An approachable and open manner with a good sense of humour and positive attitude
- Ability to deal with sensitive information with discretion and to maintain confidentiality
- Integrity, tact and diplomacy

### **Terms**

- This is a term-time only role and could potentially be flexi hours. It is likely to be part-time initially.
- Salary TBC

### **How to Apply**

Applications can only be accepted on the School's Application Form. Please use the Support Staff application form by following this link.

<https://www.moorpark.org.uk/contact/work-for-us/vacancies>

Once completed, please return your application to Mrs C Donovan, HR Manager on [hr@moorpark.org.uk](mailto:hr@moorpark.org.uk)

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