



Independent School for Girls Aged 2 to 18
and Boys Aged 2 to 11

Events and Marketing Assistant Job Description

Job Title:	Events and Marketing Assistant
Accountable to:	The Director of Admissions and Marketing and the Principal
Works for:	The Director of Admissions and Marketing
Direct involvement with:	Admissions, Digital Content & PR Executive, Alumni Relations & Development Team and the wider staff team; current and prospective parents, pupils and the wider community.
Hours:	Full Time (8.00am – 5.00pm or 8.30am – 5.30pm, Mondays to Fridays)
Job Purpose:	To support the Director of Admissions and Marketing in the delivery of the HLC Marketing plan in order to achieve / exceed targets for pupil numbers across Harrogate Ladies' College, Highfield Prep School and Highfield Pre-School.
Main Duties	<p>EVENT MANAGEMENT</p> <ul style="list-style-type: none"> • End to end management of marketing led face to face events aligned to the pupil recruitment process such as Open Days, Taster Days and Entrance Exams. Duties include liaising with design agencies to create event marketing materials; managing mailing lists; distributing invites by post, email and hand deliveries to local schools and organisations; managing event bookings; managing pre and post event communication; collating event information packs for attendees; preparing event badges; assisting with event presentation content; managing event logistics such as room bookings and catering; organising tour guides; ensuring staff are fully briefed on their roles prior to events; welcoming visitors and overseeing the overall experience of event attendees • Management of a Feeder Schools Event programme for local school pupils • Management of virtual events such as webinars for international agents and prospective parents and pupils based overseas • Management of the school's participation in 3rd party education fairs and pupil recruitment events in the UK and overseas • Support the Alumni Relations Officer in the delivery of Alumni focused events such as Reunions • Provide marketing support materials for some events for current parents and pupils in order to aid retention, such as the Summer Art Show, annual Drama Production and Speech Day <p>MARKETING COMMUNICATIONS</p> <ul style="list-style-type: none"> • External Communication - Support the Director of Admissions and Marketing in the implementation of a programme of communication targeted at parents, prospective parents, international agents, feeder schools and key external stakeholders in order to generate recruitment enquiries and secure pupil retention. Duties include updating and segmenting data; copy writing, creating and distributing communications to target audiences. • Weekly Parent Newsletter - Collate content submissions from staff; create a weekly e-newsletter using email marketing software; proofread, distribute and manage data. • Collateral and Merchandise - Manage the development and maintenance of school publications, merchandise, prospectuses, display and exhibition materials. Pro-actively monitor stock levels of all items and ensure these are aligned to the

requirements of marketing plan. Liaise with suppliers such as design agencies, printers and merchandise companies to update materials and place orders

- **Photography** – Assist with photography of key events in school to support marketing and social and digital activity. Manage the school's photography library. Provide support for photoshoots with external photographers.
- **Internal Communication** – Ensure all staff have a strong awareness of the work being undertaken by the marketing team, utilising resources such as staff noticeboards.
- **Parent Portal** – Take responsibility for ensuring information and forms on the School's Parent Portal are up to date and an effective resource for current and new parents.

DIGITAL CONTENT & PR SUPPORT

- Support the Digital Content and PR Executive in the delivery of the digital marketing and PR plan
- Ensure that agreed content on the HLC website is updated and maintained in a timely manner, including writing and publishing weekly web news items for each area of school; and updating key information such as Term Dates and Fees
- Deputise for the Digital Content and PR Executive in their absence to manage social media channels and content across all areas of school
- Undertake monthly SEO analysis to track website performance against agreed keywords
- Log press cuttings (print and on-line) to enable analysis and reporting of PR effectiveness
- Collate a monthly report on digital marketing and PR activity to help drive future strategy

ALUMNI RELATIONS SUPPORT

- Support the Alumni Relations Officer in the implementation of the alumni relations plan
- Assist with alumni direct mail and e-mail marketing campaigns - printing, collation, posting direct mail; and sending email communication.
- Assist with the management and logistics for alumni related events.
- Assist with management of the alumni database
- Conducting alumni visits and tours in the absence of the Alumni Relations Officer

ADMINISTRATIVE SUPPORT

- Support the Director of Admissions and Marketing with the effective management and administration of the department including:
- **Database Administration** - Maintain an accurate database of international agents, feeder schools and prospective families to ensure the School's Management Information / CRM system is an effective marketing tool, and is compliant with current GDPR regulations
- **Financial Administration** - Maintain an accurate record of departmental expenditure, monitoring spend against the Marketing plan and working with the Finance Department to ensure timely payment of invoices.

Person Specification

We envisage this role would suit a graduate with 1+ years' experience or an experienced administrator, with an interest in, and experience of working in a fast-paced events and marketing environment.

Professional experience:

1. Experience of working in a busy office environment, managing multiple projects and to tight deadlines
2. Experience of organising and attending customer facing events
3. Previous experience of working in a marketing environment
4. Experience of meeting deadlines and delivering exceptional customer service
5. Experience of managing budgets and analysing data
6. Excellent IT skills including databases, Excel and Word
7. Previous experience of web editing software (WordPress) and email marketing software (MailChimp) would be an advantage
8. Experience of dealing with suppliers and negotiating prices
9. Able to drive with own transport
10. Keen interest in photography - desirable

Skills:

11. Exceptional organisational and time management skills
12. Excellent administrative skills
13. Excellent written and copy writing skills
14. Ability to deliver multiple projects to tight deadlines and within budget
15. Ability to work independently under own initiative and as part of a team
16. Accuracy and attention to detail
17. Ability to deliver excellent customer service both face to face, via the telephone and in writing

Character:

18. Reliable, determined, energetic, enthusiastic, tenacious and flexible
19. Outgoing, confident and positive personality
20. An understanding of and / or empathy with, the independent schools' sector
21. A willingness to travel within the UK and to work occasional weekends and evenings as required

Harrogate Ladies' College is committed to safeguarding and promoting the welfare of children and the successful applicant must be willing to undergo child protection screening appropriate to the post.

THE SCHOOL IS AN EDUCATIONAL CHARITY AND EQUAL OPPORTUNITIES EMPLOYER.
