



## **JOB DESCRIPTION**

### **BISHOP STOPFORD'S SCHOOL**

Post Holder:

Post Title:	Apprentice Marketing, Social Media and Administration Assistant
Grade:	Apprentice
Hours:	36 hours per week – 8.30am to 4pm
Weeks:	38 weeks per year
Responsible to:	Pastoral Team

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#### **Purpose of role**

To support the development of the schools marketing function. To assist the implementation of the schools marketing strategy across a range of areas, including events, website, social media and administration support to the pastoral team

#### **Responsibilities**

To assist the pastoral team in developing the marketing function in school and providing administration support.

1. To support the maintenance and update of content across the website, ensuring all content is compliant, engaging and relevant.
2. Assisting with the administration of the search engine optimisation activity
3. Supporting the production and physical administration of social media activity in line with the schools social media strategy
4. Support the team in the organisation of events
5. Assist in the production of event material including promotional material and signage
6. Assisting in the running of the event, be a first point of contact, support in welcoming guests and be the event photographer
7. Support the production of a termly newsletter
8. Support the development of internal displays, ensuring the promotion of the brand and consistent and relevant message promoted throughout school
9. Support the collation of promotional success stories, across year groups and departments, sporting events, extra-curricular, trips, and events
10. Creating clear, consistent and compliant content which reflect the schools ethos and vision
11. Evaluation and monitoring of marketing strategy, analysing the effectiveness of marketing, success and feedback from event
12. To write minutes for pastoral meetings (including the Inclusion panel and HOYS meetings)
13. To provide daily, weekly and termly behaviour reports from BROMCOM, in various formats as requested.
14. To organise lunch time and after school detentions using BROMCOM, ensuring pupils and parents are informed.
15. To provide ad hoc administration support to the pastoral team directed by the Deputy Headteacher - DSL, Behaviour and Personal Development
16. To participate in internal and external staff development as appropriate
17. To meet the requirements of the Health and Safety at Work Act 1974 and the Schools Health and Safety Procedure
18. Comply with Information Security requirements, in line with Bishop Stopford's School policy
19. To undertake such other duties as may be reasonably required commensurate with the grade of appointment

**Special Notes and Conditions**

Due to the nature of this post a flexible approach to working hours will be required, including evenings

**Health and Safety**

All members of staff have a duty to maintain the safe and clean conditions of their workplace area and to co-operate with Bishop Stopford's School on matters of health and safety. This will include assisting with risk assessments and carrying out appropriate actions as required.

**Staff Development**

All staff are required to participate fully in Bishop Stopford's School staff development programmes and have a responsibility to identify their own professional development needs in line with their line manager

**Bishop Stopford's school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment**

## Person Specification

	Essential	Desirable
Five GCSEs at Grade C (5) or above (or equivalent) including English and Maths	X	
Experience of working on digital campaigns in a commercial environment		X
Experience of organising events		X
Understanding and passion for digital marketing	X	
Experience of administering web content		X
Effective communicator, with a high level of interpersonal skills	X	
Ability to collate, analyse and interpret data	X	
Ability to manage multiple deadlines and prioritise workloads within a busy environment	X	
Strong organisational and team work skills	X	
Experience using both MAC and PC computer platforms	X	
Excellent Microsoft Office Skills	X	
Ability to use own initiative and pro-actively approach all projects	X	