

LIFE EDUCATION TRUST

JOB TITLE: STATUS: GRADE: RESPONSIBLE TO:	HEAD OF MARKETING 36 hrs per week / 40 weeks per Year (Term time plus 2 weeks) APTC SO1.23 – SO1.25 CHIEF EXECUTIVE OFFICER / DIRECTOR OF OPERATIONS
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JOB PARTICULARS

To undertake marketing for the Trust working closely with the IT department within the Trust under the direction of the Chief Executive Officer and Director of Operations. The general professional duties of all support staff are contained within the contract of employment.

DUTIES AND RESPONSIBILITIES

Social media

- Maintaining the Trust and school websites, ensuring information is always up to date, writing news stories and producing content where necessary
- Maintaining the School's social media accounts, including Facebook, Twitter, Instagram and LinkedIn and growing these platforms
- Working with the Head of IT to monitor use of the Trust and school social media platforms and report back on suggested actions to the CEO
- Managing the school's extensive image and video library, including the acquisition of new photography and video across all areas of the school.
- Shooting and editing video content for use on the school website and social media

Literature

- Assisting and making suggestions on the production of promotional literature for individual schools including Prospectuses, Admissions Information, Open Day programmes, Newsletters, Sixth Form Curriculum booklet, Extra-Curricular Activities Booklet and other material where necessary
- Creating documentation to support the Trust ethos
- Write, edit and proofread marketing material for use in different channels
- Writing effective and engaging press releases and liaising with local and national media to increase awareness and encouraging LIFE leaders to do similarly
- Identifying print and digital advertising opportunities, and managing the schedule of booked adverts to ensure assets are supplied on time

Events

- Work alongside the PA to CEO to plan, organise and run the Annual LIFE Leadership Conference.
- Work with CEO on agenda, plan workshops and liaise with speakers
- Manage all aspects of the conference including invitations, delegate registration, delegate packs, conference set up, IT, speakers.
- Work with Havering Festival committee group to plan, organise and run Annual Havering Festival of Education

Brand identity

- Ensuring that brand consistency is maintained throughout all marketing activity in ethos, style and content

- Researching and developing new opportunities, strategies and media for marketing the School and, also, identification of new promotional opportunities.
- Assisting the Admissions team with Open Events, supplying them with promotional materials and providing additional support during busy times

Research and Development

- Devise marketing campaigns for the Trust and support campaigns for schools
- Coordinate with outside agencies, for example designers, to produce marketing material such as stationery and web pages
- Research and analyses market trends, competitor offerings, demographics, and other information that affects marketing strategies
- Use research findings and analysis to provide direction to Trust and school leaders regarding upcoming marketing projects, and overall strategy

General

- Plan and put together termly newsletter LIFE Matters. Liaise with all LIFE members to collect articles, create newsletter, distribute and post to website/socials
- Send out LIFE Weekly Bulletin every Friday
- Adhere to and implement all company policies and procedures
- Support and uphold Trust ethos
- Liaise with heads and senior leaders
- Represent LIFE at key events
- Maintain the marketing budget and ensure all marketing activities are cost-effective
- Have an interest in education and an understanding of the levels within various education sectors and what this means in terms of marketing.
- Respond effectively with all stakeholders including Board, CEO, LIFE Central and Executive Teams, staff, students and the wider community

OTHER

- To undertake such other duties and responsibilities of an equivalent nature, as defined by the line management from time-to-time, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the job description in specific terms.
- Perform any other task deemed reasonable by the CEO.

This job description is current at the date shown, but in consultation with you, may be changed by the CEO to reflect or anticipate changes in the job commensurate with the grade and job title.

Signed: _____ (CEO) Date: __/__/__

I acknowledge that I have seen and received a copy of the job description

Signed: _____ (Marketing Officer) Date: __/__/__