



FRANCIS HOLLAND SCHOOLS TRUST



FRANCIS HOLLAND SCHOOL
REGENT'S PARK



FRANCIS HOLLAND SCHOOL
SLOANE SQUARE

JOB DESCRIPTION – MARKETING ASSISTANT with DIGITAL MARKETING FOCUS

THE ROLE

We are seeking a full-time Marketing Assistant with **at least one to two years relevant experience**, ideally in digital marketing, who is keen to take on more responsibility, as well as to broaden their skillset by taking the opportunity to gain experience in other areas of marketing.

The main focus of responsibility is to use relevant digital and social media platforms to help communicate the key brand messages and hence strengthen our market position as leading London independent girls' schools.

It's a diverse, 'hands-on' role which requires a 'can do' attitude and offers a great opportunity to make an immediate impact.

The role reports directly into the Director of Communications and is part of a recently expanded marketing team combining, not only digital skills, but also creative aspects of graphic design, photography and print production, as well as building alumni relations. The marketing team work closely with our development function in terms of supporting fundraising activities.

BACKGROUND

The Francis Holland Schools Trust governs two leading independent day schools for girls. Both Schools were founded by the Reverend Canon Francis Holland. The first, Francis Holland School, Regent's Park, was established in 1878 and takes girls from 11-18 (currently 500) and its sister school, Francis Holland School, Sloane Square, was established in 1881 and educates girls from 4-18 (currently 520). Both schools are well-regarded, over-subscribed and academically selective at key entry points. The schools offer bursaries, in addition to academic, music, art and drama scholarships.

Girls achieve exceptionally good results in examinations at GCSE and A level, and progress to some of the best universities in the UK and abroad, however we offer achievement beyond academic results through a wide range of co-curricular activities and clubs, as well as opportunities for community and charitable activities.

JOB DESCRIPTION

Title: Marketing Assistant

Reports to: Director of Communications

Based at: Based primarily at Francis Holland School, Sloane Square, 39 Graham Terrace, London SW1W 8JF but with regular attendance for events and meetings at Francis Holland School, Regent's Park (based near Baker Street, NW1)

Job Purpose: You will report to the Director of Communications and help deliver the agreed digital marketing strategy on a day to day basis across both schools, as well as assist with photography and events

Key Responsibilities:

- **Managing the websites** using the content management system
 - Updating accurately with attention to detail and in line with the Brand Guidelines
 - Assisting with any web developments
- **Writing news stories** and content for the websites and social media
 - Including generation of E-newsletters
 - Tracking media coverage
 - Supporting PR coverage
- Updating of web directories
- **Execution of social media** including Facebook, Twitter, Instagram, YouTube, Flickr and LinkedIn
 - In accordance with the schools' Social Media guidelines
 - Researching new channels and opportunities
 - Tracking competitors activities
- Developing 'rich' content for specific digital platforms to enhance engagement
 - In line with digital communication strategy
 - Generating slideshows and video footage
- Strengthening both schools' digital brand presence
 - In terms of SEO

- Designing and executing online/FB advertising
- **Photographing key school events** (this will include evenings and occasional weekends)
 - Editing and re-touching photographs where required
 - Providing photographs for PR to key media contacts
 - Editing photographic content for the annual FHS Magazine
- **Filming key school events**
 - Including video editing (training provided as required)
- **Supporting the Marketing Department** (in addition to the above at both schools) with:
 - Event organisation and implementation of key events such as open events and prize-givings
 - Attending events in the evening and occasionally at weekends (as required)
 - Creating marketing displays and powerpoint slide shows to enhance the Francis Holland brand
 - Sourcing and designing merchandise in line with the Brand Guidelines
 - Design and artwork of flyers and small brochures (training on InDesign as required)
- Other marketing and administrative tasks to be specified that are associated with the varied nature of this role

EDUCATIONAL REQUIREMENTS

A degree in any discipline with additional marketing/business qualifications or evidence of marketing/business knowledge or experience.

PERSONAL QUALITIES

- Enthusiastic, self-motivated and proactive
- Exceptional writing skills with accurate spelling, grammar and punctuation
- Excellent verbal communication skills, articulate and confident
- Strong analytical ability and attention to detail
- Creative flair and eye for design
- Well organised and able to work on own initiative, prioritising workload as required
- Strong team player and accommodating attitude
- Strong work ethic and professional at all times
- Appreciate the need for absolute confidentiality and discretion
- Prepared to work outside normal hours, as required

ESSENTIAL SKILLS

- Confident in using social media platforms including Facebook, Twitter, YouTube, Flickr and LinkedIn in a professional/commercial environment
- Excellent IT skills including confident use of MS Office
- Accurate spelling and grammar and appreciation of its importance in a school environment

DESIRABLE SKILLS

- Experience of photography and filming
- Knowledge of video editing programmes
- Knowledge of Photoshop and Indesign, as well as Acrobat would be advantageous
- Understanding of website CMS
- Understanding of file types, e.g. jpeg, tiff, eps and where/how they are used
- Understanding of SEO and google analytics

LOCATION

This position is based at Francis Holland School, Sloane Square, 39 Graham Terrace, London SW1W 8JF but will involve some time spent at Francis Holland School, Regent's Park in NW1.

TERMS OF EMPLOYMENT & BENEFITS

- This role is for 52 weeks a year with 30 days holiday, to be taken mainly during the school holidays, plus 5 days to be taken over the Christmas period with the exception of the two weeks during GCSE and A Level results in August when you will be required to work.
- Hours of work are 9am – 5pm Monday to Friday, with one hour for lunch although attendance at school events outside of these hours will be required from time to time.
- Free school lunch is available during term time.
- Interest free travel and computer purchase loans are available.
- The Trust offers a Stakeholder Pension Scheme with generous employer contribution levels
- Employee rewards hub providing discounts for shops, cinemas and gym membership
- An Enhanced Disclosure and Barring Service (DBS) check is required as well as other safeguarding checks including references.

TO APPLY

Please send a completed application form and covering letter to Miss Emily Lismore-Burns HR & Compliance Manager, Francis Holland Schools Trust, 35 Bourne Street, London SW1W 8JA by 8th January 2018 or via email to jobs@fhst.org.

Any enquiries should be made to jobs@fhst.org.uk

Please include details of all modules studied in your degree course (and additional qualifications if relevant) within your application.

The recruitment process will be in two stages and include interviews, written and digital task. Please be prepared to give examples of how you meet the criteria at the interviews.

Applicants will be required to bring their passport and proof of address to interview for identification purposes.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. Statutory checks including a satisfactory DBS certificate will be a requirement for this role.