

## Digital Marketing Assistant Job Description

**Hours:** 8.30 - 4.30pm. There may be occasional evening or weekend commitments for certain events, so there will be a degree of flexibility on these hours.

**Location:** St Teresa's School and Cranmore School

The Digital Marketing Assistant will work under the direction of the Director of Marketing, to help deliver the Marketing and Communications Strategy across the Trust.

### **Main Duties & Responsibilities:**

- To assist with the creation of the weekly bulletins across the Trust.
- To write editorial submissions and, where appropriate, take and edit suitable photographs to accompany stories for press and online opportunities.
- Create and publish engaging short-form content for social media, websites, and email campaigns across the Trust.
- Request, collate and follow-up file documentation.
- Organise images for marketing/sales use.
- Website administration, check on the relevance and accuracy of website content on a daily basis.
- Support the Director of Marketing in the roll out of media channels across the schools, assist in creating the content for the relevant channels, planning weekly schedules of postings on different platforms eg. Facebook, X, Instagram, TikTok and LinkedIn for each school as per our Digital Marketing Strategy
- Assisting the monitoring of existing platforms and making approved responses as required.
- Collaborate with internal teams and external partners to deliver cohesive and consistent brand messaging.
- Manage digital content calendars, optimise digital channels, and report on KPIs to drive continuous improvement.
- Help with the organisation of School events such as Open days and Alumni reunions

**Planning and Administration**

- Maintain, update and archive records held on the various databases.
- Maintain the stock of all marketing literature and documentation.

**Customer Service**

- Communicate effectively in person, via phone, email and in writing.
- Attend in service training as appropriate.

**Additional Duties**

- Undertake such duties as the Director of Marketing may from time-to-time reasonably request within the level of the post.

This list is indicative but not exhaustive.