



Fettes College

Digital Marketing Co-ordinator



Fettes College is a leading HMC co-educational boarding and day school (5-18) close to the heart of Edinburgh. It has a strong tradition of academic, sporting, and cultural excellence underpinned by outstanding pastoral care.

We are seeking a self-motivated and creative Digital Marketing Co-ordinator to join our Marketing & Admissions Team, to tell our story through the curation of an engaging and effective social media presence. The successful candidate will become an integral part of our community, responsible for creating and implementing digital marketing campaigns for our School (Senior School and Prep School). Reporting to the Marketing Manager and working closely with the Director of External Relations, this role offers an exciting opportunity to deliver an innovative digital experience within a fast-paced environment.

THE REMIT

You will be part of a team of eight spread across the school and will play your part in delivering the marketing strategy. The successful candidate will have the opportunity to make their mark and increase engagement. Specifically, you will be responsible for:

Social Media

- Devising and executing social media posts and campaigns to tell our story and drive and optimise online traffic. You will be able to demonstrate proficiency in social media platforms such as Instagram, Facebook, LinkedIn and X and an understanding of how platforms such as TikTok could work for us
- Understand the nuances of each social media platform mentioned above and develop content/strategies to maximise engagement and promote brand awareness
- Manage all social media paid advertising (good working knowledge and track record of these systems used in business is favourable)
- Responsibility for the day-to-day monitoring of all Fettes social media accounts and co-ordinating the social media content calendar throughout the year
- Understand and promote the Fettes brand and tone of voice in all digital communications
- Translating digital performance data into measurable insights, including regular reports with comprehensive metrics and recommended actions
- Assisting with training/creation of “How To” guides for team members and other colleagues

Photography and design

- In collaboration with the Marketing Manager, co-ordinate the schedule for the school photographer to maximise a bank of high-quality photographs showcasing all areas of our school life, keeping the content fresh
- Be responsible for storing all photographs in the appropriate and easily identified folders
- Manage the school's Flickr account, ensuring all photograph albums are kept up to date for both Senior School and Prep School
- An ability to create your own high-quality photography on iPhone/go-pro (provided) is essential as is the ability to create video content and to produce infographic and engaging campaign artwork- plus a willingness to learn how to deliver live stream events
- GDPR training will be provided to ensure that all images stored, and used, are done so in accordance with GDPR

Website

- Responsibility for the day-to-day maintenance and monitoring of the website, providing support to colleagues, and developing a full working knowledge of the CMS (training will be provided)
- Upload daily content to the website, creating bespoke areas when required

- Pro-actively work with colleagues to obtain and/or create relevant news articles and/or video footage from all departments across the school, ensuring an ongoing balanced presence is delivered in a manner which meets objectives
- Produce termly e-newsletters for Prospective Families and Current Parents (created through the website CMS)
- Input into the website design and continual evolution regularly making recommendations for improvement and SEO
- Ensure compliance with all policies including accessibility requirements

Additional Responsibilities

- An ability to create impactful presentations, posters, leaflets and other graphics is essential and a working knowledge of platforms such as Canva is essential
- Work closely and collaboratively with the Development team, including regular meetings and providing support when needed
- Support the HR team in formatting job descriptions when required
- Play an active and involved role within the Marketing & Admissions Team



PERSON SPECIFICATION

Our people are at the core of everything we do, and part of our vision is for Fettes to be the school of choice for students, parents and staff.

We are looking for a self-motivated and creative individual with hands-on experience in successfully creating effective social media campaigns.

The successful candidate will be a team player and will have:

- excellent planning and organisational skills
- a collaborative approach
- excellent attention to detail and interpersonal skills

BENEFITS

This is a permanent full-time role, working 35 hours per week Monday to Friday (9am to 5pm, with a one-hour unpaid lunch break) with occasional evening and weekend work, when required

- however, for the right candidate there is considerable flexibility in the days/hours worked and we would welcome this discussion at interview

Annual Salary: £25,000 - £30,000 based on a full-time role and depending on experience.

Staff Benefits: In addition to being part of a great team you will be entitled to a range of benefits that include:

- 30 days holidays and 8 days public holidays, generally taken outside term time
- Parking within the campus grounds. The campus is easily accessed by car and bus; there is a bus stop located outside the campus serving several routes across the city and to rail stations
- Membership of Westwoods gym and health club which offers a range of excellent fitness and leisure facilities including a 25m swimming pool
- Free lunchtime meals during term time, and at other times when catering is provided, and you are on duty
- Life insurance scheme
- Excellent Employee Assistance Programme (EAP)
- You will be opted into the Fettes Trust Non-Teaching Staff Pension Scheme after 3 months service. This scheme is a money purchase one and full details of it and your options will be made available to you prior to your opt-in date. The Fettes Trust will contribute to the scheme and your contribution will be subject to the minimum overall combined employer and employee contribution limits set by the Pensions Regulator. Fettes operate a contribution matching scheme up to 12% of base salary
- Access to discounted healthcare, additional life insurance, shopping discounts, etc through our benefits portal

APPLICATION PROCESS

Applications should be made through the Fettes College website (<https://www.fettes.com/about-us/vacancies>) and the closing date for applications is 14th November 2024; however, applications will be reviewed as and when submitted. Interviews may be scheduled, and we reserve the right to appoint, prior to the closing date.

When applying, please provide an up-to-date CV, a covering letter setting out what you feel you can bring to this role and telling us about the best social media post/campaign which you have delivered. In addition, please provide us with the name and contact details of 2 referees (note we will not contact referees without your permission). Our Director of External Relations, Debbie Atkins, and Marketing Manager, Lorna Finley, are available to have an informal conversation

with any potential candidate prior to applying. If this is of interest to you, please contact recruitment@fettes.com to arrange a time to speak with Debbie or Lorna.

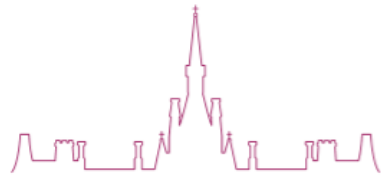
We are passionate about creating a diverse workforce and welcome applications from under-represented communities. We particularly encourage applications from Black, Asian, and Minority Ethnic (BAME) candidates. If you would like to have an informal chat about the inclusive culture at Fettes College, or have any questions about how this might work for you, please contact Sadia Hussain-Savuk (DEI Lead) at s.hussain-savuk@fettes.com



ABOUT FETTES

The school stands on a magnificent site of approximately 100 acres, within walking distance of Edinburgh's city centre and is a leading HMC co-educational independent boarding and day school, with a Prep school for students starting at age 7 (and from the age of 5 from September 2025). Known for its academic excellence, Fettes is unique in Scotland in following the English curriculum of GCSE examinations and the dual pathway of A Level and International Baccalaureate (IB). Fettes has a strong focus on pastoral care and all-round education, providing their students with 'A place to live. A place to learn. A place to grow'. Founded by Sir William Fettes in 1870, it was originally a boy's school and started admitting girls in 1970. The main building was designed by one of Scotland's leading architects, David Bryce. We are a community of more than 1000 individuals, consisting of circa:

- 730 students (with c 600 in the senior school)
- 130 academic staff (with c 100 full time members of the Common Room in the senior school)
- 240 operational staff across a range of departments.



Fettes Moving Forward

Our Vision

We have created and developed a bold vision for Fettes, one which focuses on what we believe Fettesians should aspire to be, the skills they will need in life, and the impact we want them to make in the world.

We have called this **Fettes Moving Forward: *A place to live. A place to learn. A place to grow.***

*You can discover our vision –
and how it shapes and informs
our future – at [Fettes.com/vision](https://fettes.com/vision)*

