



George Heriot's School

Founded 1628

Job Description

Job Title: Social Media and Marketing Assistant
Responsible to: Director of External Relations
Hours of Work: Permanent, full-time, year-round position

Summary

Responsible to the Director of External Relations, the role of the Social Media and Marketing Assistant is to develop, implement and maintain the School's digital media strategy, including the creation of engaging written and visual content to ensure robust traffic to the School website. He/she will be required to keep abreast of new developments in marketing technologies and digital media, as well as support the development of marketing projects in school, including helping to implement the brand guidelines, supporting the guardianship of the school brand and working on cross platform promotional projects.

Key Duties and Responsibilities:

The main duties of the position will include, but are not limited to the following:

- Devise strategies to grow and develop traffic to the School website.
- Develop engaging digital content including videos, graphics, and monitor and analyse content success.
- Manage the School's online brand to ensure consistency with School ethos and to raise brand awareness across internal stakeholders
- Develop a distinct online presence by attracting high numbers of followers through social media channels such as Facebook, Twitter, YouTube etc
- Develop content marketing strategies with all stakeholders

- Liaise with curricular and support departments to ensure their use of Social media aligns with the core marketing requirements of the School.
- Liaise with George Heriot's community and external agencies to source and upload digital content for use on the School's website, parental portal and digital displays.
- Developing strategies to increase the number of visitors to the School's website by implementing effective search engine optimisation, to achieve high-ranking placements in search results and liaise with the website manager to implement these strategies.
- Working closely with website manager, provide accurate reports and analysis to management to demonstrate effective return on investment (ROI).
- Support the website manager in reviewing and improving the usability, design and content of the School website, the design of website banners and with website visuals when required.
- Management of the consent process for the use of pupil imagery across school marketing. Adhering closely to deadlines and budgets, developing and revising ideas, and implementing marketing projects.
- Stay up-to-date on latest marketing technologies and digital media, web technologies, and digital marketing trends; and keep the School informed and aware of developments in this field.
- Always understand and adhere to best marketing practice (CIM)
- Support brand and marketing projects, across multi-media platforms

Skills and Attributes Required:

- Educated to degree level in relevant subject area
- Possess a CIM Marketing qualification or equivalent
- 1-2 years' experience working in digital media/marketing
- Excellent written and verbal communication skills
- Good understanding of current online marketing concepts, strategy and best practice.
- Good working knowledge of social media applications and their use in a professional environment.
- Enjoy working with others and build good, long lasting professional relationships
- Possess a 'can do' attitude, like solving problems.

Additional Information

This post is considered Regulated Work with Vulnerable Children and/or Protected Adults, under the Protection of Vulnerable Groups (Scotland) Act 2007. As such, the successful candidate will be required to gain membership of the PVG Scheme.

George Heriot's School is governed by George Heriot's Trust, Scottish Charity number SC011463