



KELVINSIDE ACADEMY 1878

JOB DESCRIPTION – MARKETING ASSISTANT

Job Title: Marketing Assistant

Reporting to: Director of Admissions and Communications

Hours of Work: 8.30am–4.30pm (Mon-Fri) although they must be prepared to be flexible with regard to working hours and be capable of adjustment to events and demands. The post is full-time and office based.

Role: To support the Marketing and Admissions Team in the successful delivery of marketing strategies, internal and external communications, and full-service delivery in one of Scotland's leading independent schools.

Background: This is a small, busy, in-demand team, responsible for the Marketing, Communications and Admissions functions of the School and Nursery. The team is led by the Director of Admissions and Communications (DAC) who is a member of the Senior Leadership Team and reports directly to the Rector. Located within the main building and benefitting from being at the very heart of the School, the department works closely with teaching staff and other departments to ensure all internal and external communications are on brand and promote the most positive aspects of KA to a wide and varied audience.

Main Duties and Responsibilities:

- Curate and deliver story telling on all the School's digital and social platforms
- Digital asset creation – assisting with creating of digital assets such as product imagery, and website banners
- Support the teaching staff in reporting on various nursery and school activities including taking pictures and videos
- Assist in the planning, design and delivery of marketing material
- Attend meetings and work with external PR company and website design consultancy
- Employ marketing analytics techniques to gather important data for monthly marketing reporting
- Support all department event planning
- Conduct and collate market and competitor research
- Undertake daily administrative tasks to ensure the functionality and co-ordination of the department's activities.

The right candidate will be a recent graduate or equivalent, demonstrate excellent communication skills, a sharp eye for detail, a conscientious work ethic and the ability to work to short deadlines. You should be keen to learn and get stuck in, happy to multi-task and be passionate about delivering high quality work and excellent customer service. Experience with graphic design, photography and video editing – or a desire to learn these skills – is a must. Experience of coordinating events and marketing campaigns is desirable but not essential, as is an understanding of or interest in education.



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In addition, the successful candidate will:

- Champion the Kelvinside Academy School and Nursery Brands and ensure integrated marketing across the business
- Identify marketing, PR and advertising platforms that will help reach identified target markets and raise the School's profile and visibility to prospective parents and pupils
- Work with teaching staff and pupils to collate, capture and create social media content to maintain a continuous stream of newsworthy items which showcase the successes and breadth of activities undertaken
- Be expected to attend school events that take place in the evenings and weekends
- Provide monthly analysis and activity reports for all digital platforms
- Oversee a weekly news update sent to all parents
- Oversee the day-to-day activity on the School website
- Assist with the planning and co-ordination of Open Days and other Admissions-led events
- Assist with the planning and delivery of the annual Prize Giving events
- Assisting with production of print and digital marketing content, including liaising with staff and suppliers, sourcing and collating information, copywriting and proof-reading, design and production
- Assist with market research including compiling recruitment data, competitor analysis and market information
- Ensure all enquiries to the department are dealt with or passed on to the appropriate staff member in a timely and respectful manner
- Provide general administrative duties supporting the Marketing and Admissions team.

Key Skills:

Essential

- Excellent oral and written communication skills
- Excellent interpersonal skills and a strong team player
- Proven understanding of social media management and the power of storytelling
- Highly organised and self-motivated with a problem-solving approach
- Conscientious work ethic and flexibility to adapt to a changing workload
- Excellent competence in IT including knowledge of Excel, Word, Outlook & Teams
- Editing skills and experience of working with Canva
- Creative thinker, happy to share and try new ideas
- Passionate about customer experience
- Understanding of GDPR and data management best practice

Desirable

- Knowledge of video editing and photoshop
- Experience of coordinating events and social media campaigns
- An interest in or experience of the education sector
- A Higher Education qualification in Marketing or related field



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Applications:

We celebrate creativity, collaboration, honesty, and genuine enthusiasm. If you think you can fill this empty chair in our Marketing and Admissions Team from August 2024, please submit a completed application form, available from the School's website, and full CV to our Director of Admissions and Communications via kerry.bottomley@kelvinside.org, by **5.00pm** on **Friday 5 July 2024**.

Early applications are encouraged and the School reserves the right to complete the recruitment process at their discretion. The successful candidate will undertake a PVG check through Disclosure Scotland.

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www.kelvinside.org