



ST MARY'S CALNE

Digital Marketing Assistant

Job Description

Job Summary

The Digital Marketing Assistant will be an integral part of the Marketing and Development team working closely with other team members to ensure the creation of designs and visual concepts that deliver information through imagery, art and photographs. They will possess skills that include the ability to manage time, produce artwork in a variety of styles, understand design and have excellent communication skills. The post holder will be responsible for designing and creating print ready artwork for both schools, creating digital newsletters and emails and editing and uploading website content. This position may suit a newly qualified Graduate.

Salary:	S14 Salary Point: £23,271 FTE (reviewed in September 2022)
Working Hours:	Full time - 40 hours per week, all year (52 weeks per year) Possible reduction in hours or annual working weeks could be negotiated for the right candidate
Pension:	Arranged with Scottish Widows with generous employer contributions
Holiday:	36 days per year (inclusive of Bank Holidays), 3 of which must be taken during the schools' Christmas shut-down (pro-rated for part time employees). Bank Holidays occurring during term time may be designated as a normal working day.
Line Manager:	Director of External Relations, Cari Depla
Closing Date:	0900 Monday 6 th June 2022

Main Responsibilities

- Assist with the production of the weekly St Mary's parent newsletter (*The e-Lily*) and the termly prospective parent newsletter.
- Assist with the production of the weekly St Margaret's newsletter (The e-Bulletin).
- Design and create print ready artwork for both schools: adverts, posters, programmes, Focus magazine.
- Assist with the production of the alumnae annual magazine.
- Create digital newsletters and emails using the ToucanTech platform; this includes the termly alumnae newsletter *Stay Connected*.
- Upload and edit website content (St Mary's School website and Calne Connected).

- Create dynamic photo and video galleries and slideshows for the website, social media, plasma screens around school and for use at events.
- Create and/or oversee any graphics required e.g. for profile pages, blogs, thumbnails etc;
- Assist with updating ToucanTech database records.
- Upload and edit Blogs.
- Contribute to our presence on social networking sites (e.g. Twitter, LinkedIn), measuring and analysing the performance of social posts.
- Support other members of the team in the organisation of marketing, development and admissions events.
- Oversee and assist with the creation of engaging, up-to-date and attractive displays around school.
- Provide Office cover in the school holidays as required.
- Assist with the preparation of material for presentations to the school, the Foundation Committee and external organisations.

Person Specification

	Essential	Desirable
Education, Qualifications and Training	<ul style="list-style-type: none"> • Educated to degree level or equivalent training and experience 	<ul style="list-style-type: none"> • A qualification in Digital Marketing, graphic design or similar field
Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrable experience of Digital Marketing • Demonstrable skills in Graphic Design • Good knowledge of Adobe Creative Suite (Indesign, Photoshop and Illustrator) • Proficiency in PowerPoint • Familiar working with and interpreting brand guidelines 	
Skills	<ul style="list-style-type: none"> • Strong attention to detail • An organised and structured approach to work • Ability to work well within a team and manage workloads to meet deadlines • A proactive attitude bringing enthusiasm to your work • Analytical skills • Capable of planning a strategy in relation to identified needs • Excellent communication skills both written and oral 	

All members of staff are expected to have proper regard for the school's safeguarding policy and procedures, including up-to-date training. An extract from the school's policy are appended as the final page of this document.

EXTRACT FROM ST MARY'S CALNE CHILD PROTECTION POLICY

St Mary's Calne fully recognises its responsibilities for Child Protection.

We are dedicated to safeguarding and promoting the welfare of our pupils, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation or culture. We follow the child protection procedures set out by Wiltshire's "Safeguarding Vulnerable People Partnership". We understand the need to engage with the Safeguarding Vulnerable People Partnership and the statutory duty to cooperate if the school is named as a relevant agency. We have regard to statutory guidance issued by the Department for Education Keeping Children Safe in Education, 2021. Our policy takes full regard to Working Together to Safeguard Children 2018 (WT), What to do if you are Worried a Child is Being Abused (2015) and the National Minimum Boarding Standards (2015).

At St Mary's we have a 'Nominated Governor' to take leadership responsibility for the school's safeguarding arrangements.

What is safeguarding?

Safeguarding can be defined as promoting the physical and mental health, safety and welfare of all pupils.

Safeguarding is the responsibility of all adults, especially those working or volunteering with children. The school aims to help protect the children in its care by working consistently and appropriately with all relevant agencies to reduce risk and promote the welfare of children.

Staff:

- are advised to maintain an attitude of 'it could happen here' as far as safeguarding is concerned;
- should always act in the best interest of the child.

What is child protection?

Child protection is a part of safeguarding and promoting welfare. This refers to the activity which is undertaken to protect specific children who are suffering, or at risk of suffering, significant harm.

October 2021