



JOB DESCRIPTION

Job Title:	Digital Content and External Relations Administrator	Department:	External Relations
Hours of Work:	Monday to Friday from 09.00 – 17.00 pm - Fixed term for one year		
Responsible To:	Marketing Manager / Registrar	Responsible For:	N/A

Summary of Role:

We are seeking to appoint a Digital Content and External Relations Administrator to support the Development, Admissions & Marketing departments, in a role that requires professionalism, attention to detail, creativity and initiative in a busy school environment.

Reporting to senior colleagues in the External Relations team across Admissions, Marketing and Development, this role requires a detail-oriented, self-motivated individual who is committed to helping drive our digital strategy, developing an outstanding customer experience as well as progressing their own professional development.

An essential part of this role is creating content for and developing communications through our digital channels for parents, alumnae and prospective parents and students in the UK and overseas including paid media, social media, SEO, CRM, website development (including virtual Open Days, virtual tours, Chatbot/AI assistant) and our overall customer experience.

Working alongside our Marketing Manager to develop and augment our digital content, manage and promote access to our online and digital platforms, utilise AI effectively to ensure a dynamic 'customer experience' and provide informative digital reporting.

In addition, the role will provide administrative support to the External Relations team including events and occasionally conducting tours of the school for prospective families.

Duties and Responsibilities:

- Be responsible for creating content for, editing and developing effective digital marketing and social media campaigns, as well as championing AI development for the school's External Relations initiatives working alongside the Marketing and Communications Manager and in house Graphic Designer to enhance the customer journey as well as the school's profile and contribute to pupil recruitment efforts.
- To assist in delivering an excellent admissions experience by supporting core recruitment activities, including our customer digital experience, open events, tours of the school, admissions interviews, and assessment and scholarship days.
- Provide administrative support for the External Relations team in the delivery of associated online and in person events and activities throughout the school year.
- Support with maintaining and growing the alumnae database, ensuring accurate records and effective use of CRM systems.
- Develop strong links with current Sixth Form students through involvement in events, assemblies etc, to ensure Sixth Formers become alumnae with a keen interest to support the school in the future.
- Assisting with fundraising campaigns and events to support the school's strategic aims.
- Maintain a warm, friendly and professional approach to all stakeholders visiting the school.

- Maintain punctuality and flexibility, including the ability to work unsociable hours when required to support events.
- Uphold safeguarding responsibilities by adhering to school policies and statutory guidance to protect the welfare of children and young people.
- Handle sensitive and confidential information with absolute discretion, maintaining confidentiality at all times in accordance with data protection legislation and school policy.

Key Performance Indicators (KPIs)

- Measurable and increased engagement in our marketing initiatives and social media interactions across all platforms.
- Increased attendance at key admissions events e.g. Open Mornings etc.
- Parent and alumnae engagement – event attendance, email open rate, social media views etc
- Positive feedback from stakeholders regarding marketing output, perceptions about profile of school and digital professional engagement.
- Self-driven work ethic with demonstrated ability to work autonomously and with great attention to detail and working knowledge of key digital platforms.
- Reliable attendance and flexibility in meeting deadlines, including commitment to unsociable hours when necessary.
- Active participation in safeguarding training and organisational learning initiatives.

Terms and Benefits

Start Date: ASAP

Working hours: Monday to Friday from 09.00 – 17.00 pm - Fixed term for one year

Salary: £28,000 to £33,000 per annum

Pension: Auto enrolled into the School's pension scheme, which includes life assurance.

Lunch: Complimentary meals, when working, in the Dining Room.

Parking: There is free parking on site.

Gym and Pool: There are staff sessions for use of these facilities.

Fees: School fees remission for dependants of the job holder attending the school. If not already at the school, any child would have to meet all the normal entrance requirements.

PERSON SPECIFICATION

Essential	Desirable
Qualifications	
~ Recent graduate in any discipline	~ Previous relevant work experience or internships preferred but not essential
Personal Behaviours	
~ Able to demonstrate a polite, warm and professional attitude towards alumnae, parents, staff and students. ~ Self-motivated and disciplined, ability to prioritise working effectively. ~ Open and proactive attitude towards organisational learning and development ~ Robust organisational skills. ~ Outstanding organisational and time management capabilities. ~ Flexible and punctual, with readiness to work irregular hours as needed.	
Knowledge and Skills	
~ Good working knowledge of digital marketing and social media platforms. ~ Excellent relationship-building skills, ability to work independently and as part of a busy and dynamic team. ~ Experience organising and delivering events or campaigns on budget and to deadline. ~ Strong ability to communicate verbally and in writing, in various styles for differing audiences. ~ Creatively driven to deliver compelling campaigns. ~ Exceptional attention to detail and reporting skills. ~ High ethical standards, maintaining confidentiality and integrity. ~ Proficiency in data analysis, reporting, and Microsoft Office.	~ Experience in alumnae relations, fundraising or stakeholder engagement. ~ Competence in using CRM systems and digital platforms for data management and communications. ~ Understanding of safeguarding and GDPR compliance. ~ Ability to engage in wider School life through co-curricular involvement.
Ethos and Whole School Values	
~ Committed to operating as part of the School community ~ Committed to the Sacred Heart Values ~ Commitment to Woldingham as a school with high academic standing providing a holistic education and outstanding pastoral care	~ Willingness to contribute to whole school initiatives, and support school improvement programmes
Safeguarding and Pastoral	
~ Committed to safeguarding and promoting the welfare of children and young people	~ Understand the importance of safeguarding in a school environment

~ A satisfactory Enhanced Disclosure from the DBS	
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