



WAKEFIELD GRAMMAR SCHOOL FOUNDATION

JOB DESCRIPTION

Job Title:	Marketing Assistant
Department:	Governors' Office
Responsible to:	Director of Marketing
Responsible for:	Nil
Grade:	WGSF Grade I
<p>Job Purpose:</p> <p>To support the Director of Marketing in all aspects of the Foundation's marketing activity with particular responsibility for the maintenance and upkeep of the WGSF website and PR.</p>	
<p><u>Main Duties and Responsibilities</u></p> <p><u>General Marketing Responsibilities</u></p> <ul style="list-style-type: none"> To support the role of the Director of Marketing which will involve exposure to a variety of marketing related disciplines – advertising, research, promotional literature and planning of marketing activities across all Foundation schools. <p><u>Website Maintenance</u></p> <ul style="list-style-type: none"> To be responsible for co-ordinating, obtaining and writing (where necessary) the relevant content from key stakeholders within the individual schools to ensure the website is kept current and fresh and of value to its users (parents, staff, pupils and Governors). To assist the Director of Marketing in achieving the strategy to maximise the Foundation's web presence and in turn optimising the user experience and content. <p><u>Public Relations</u></p> <ul style="list-style-type: none"> To assist in planning and developing a public relations programme which 	

strengthens the Foundation's public image.

- To identify newsworthy stories and in turn write and issue press releases to journalists.
- To build and strengthen good working relations with local and regional journalists
- To assist with day-to-day requests from the media.

Miscellaneous

- Attend relevant staff meetings, other meetings, open days and other external events as required some of which may be outside of contractual working hours.
- Be aware of and comply with policies and procedures relating to child protection, health safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.
- Contribute to the overall ethos of the Wakefield Grammar School Foundation
- Undertake such other duties as requested from time to time in accordance with the grade of the role.

PERSON SPECIFICATION FOR MARKETING ASSISTANT

The following are the essential criteria to undertake the job competently:

- A graduate combined with 12 -18 months relevant marketing experience however exceptional recent graduates with relevant sandwich degree experience will be considered. A marketing qualification is desirable.
- Displays excellent written and verbal communication skills and is confident speaking to a varied audience both internally and externally to the Foundation.
- Builds appropriate professional relationships with all staff, Governors and pupils as well as external third parties e.g. journalists.
- Able to work calmly under pressure and to tight deadlines; exceptional organizational skills to prioritise competing demands.
- Detail focused to ensure accuracy of information.
- Experience in copywriting either offline or online and some experience of web content editing and writing such as blogs, news updates, social media updates
- Experience of writing press releases and dealing with journalists.
- An understanding of new on line technologies including social media and understands the potential of further development to the Foundation in the future.
- Highly computer literate in all Microsoft packages as well as Adobe Photo Shop.
- Enjoys and is able to work constructively as part of a small team
- Has a flexible approach to work
- An empathy with the ethos and values of WGSF

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ADDITIONAL INFORMATION FOR CANDIDATES MARKETING ASSISTANT

- Wakefield Grammar School Foundation operates its own pay structure. The starting salary for this post is £20,727 per annum with the opportunity for progression to £24,182 per annum (Grade I).
- This is a full time post and hours of work are 37.5 hours per week, Monday to Friday 08.30 – 5.00 pm with a one hour unpaid luncheon break.
- Annual holiday entitlement is 4 weeks holiday per annum (increasing to 5 weeks after 5 full years' service) and in addition 10 statutory days. A further 3 concessionary days are given at Christmas.
- WGSF operates a money purchase pension scheme which employees are eligible to join on commencing employment. Contribution rates are currently 3.75% for the employee and 8% for the employer, based upon gross salary, with an option to increase up to 5.25% and 11% respectively.
- Free car parking at the Playing Fields.
- An offer of employment will be subject to the receipt of 2 references considered satisfactory to WGSF, the completion of an enhanced CRB disclosure and receipt of a satisfactory CRB (Criminal Reference Bureau) check, evidence of eligibility to work in the UK and a satisfactory health questionnaire.
- Website: www.wgsf.org.uk

General Information About Applying for the Post

- Completed application forms should be returned by 4.00 pm on Monday 26th September 2011 to Miss Annette Casey, HR Manager, Governors' Office, 158 Northgate, Wakefield, West Yorkshire, WF1 3UF.
- Candidates who are short listed will be contacted by Friday 7th October 2011 and invited to interview. If you have not been contacted by the above date please assume you have not been short listed.