**Job description :** Social Media and Marketing Assistant (12-month fixed term contract)

**Responsible to:**

Director of Marketing and Admissions (DMA). Day to day you will be working very closely with the Marketing Lead for each school.

**Job Summary:**

As Social Media and Marketing Assistant you will act as brand guardian across all social channels with a focus on building brand awareness, growing our follower base and engaging with the different audiences. Our social media platforms act as a crucial ‘shop window’ opportunity for both schools, consequently the role is both creative and commercially orientated.

**Duties:**

Planning:

* Together with the DMA and Marketing Managers, develop the ECi social media strategy to protect brand reputation and drive brand awareness, engagement and performance
* Working closely with Marketing Manager’s and other teaching staff, be responsible for the creation of the social media annual plan aligned with the marketing and admissions calendar, global milestones and community activity
* Integration with school directories to maximize content opportunities

Campaigns / Engagement:

* Drafting and scheduling posts for our various social accounts
* Working with the ECi Content creator and external agencies, deliver innovative and relevant content
* Help in the planning and implementation of thought leadership content
* Help manager Paid Social campaigns with a focus on optimising social channel performance to deliver best in class ROI
* To actively engage with social communities at all times

Brand:

* Responsible for managing and ensuring all social content is consistent and aligned with brand guidelines
* Ensure social media sites are kept up to date at all times and visual imagery is ‘on brand'

Reporting:

* Keeping up to date and informing the team on current social media trends, and digital best in class campaigns.
* Work with tracking tools to report and deliver weekly, monthly and campaign KPIs
* Recommend tools to track brand sentiment and community engagement, and oversee implementation and ongoing monitoring

Marketing / website

* Ensure website content is up to date and relevant
* There might be times at ‘peak periods’ to help with broader marketing tasks

General:

The post holder’s responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School’s Safeguarding and Child Protection Policy Statement at all times

If in the course of carrying out the duties of the post the post holder becomes aware of any actual or potential risks to the safety or welfare of children in the School s/he must report any concerns to the School’s Designated Safeguarding Lead or, if he/she is the School’s DSL, to the Headmaster and relevant agencies

**Key qualities :**

* We operate as a small team – and the chosen candidate will be expected to maintain a ‘can-do’ positive attitude, be flexible to changing demands in a fast-paced environment, and be easy to get on with
* Dynamic, self-motivated, and clear communicator
* Excellent knowledge of creative and media best practices across social platforms, including trends and opportunities
* Great at storytelling and measuring the success of this through analytics
* Results orientated , highly organised and able to prioritise workloads with competing priorities and deadlines.

**Requirements:**

* Background in either a creative agency or an in-house social media department (1yr+). We would consider someone without prior work experience but it imperative that they demonstrate their social media knowledge from personal experience e.g. social influencer, blog
* Experience of developing and delivering always-on content as well as excellent social campaigns
* Experience of managing multiple projects, briefs, and stakeholders
* Experience of growing user interaction across social platforms
* Analysis and reporting of key metrics
* Strong copywriting skills and ability to write effective social copy
* Strong communication skills, must be fluent in English (spoken and written)
* Strong understanding and passion for social media including Facebook, Instagram, Twitter and LinkedIn

**Beneficial:**

* Experience with Paid Social campaigns
* Photoshop & Indesign experience

**Terms and conditions:**

Salary

* Circa £20k per annum dependent on skills and experience

Hours

* 37.5 hours per week per week, Monday to Friday, all year round
* Additional ‘out of hours’ events may require occasional attendance and time off in lieu (which can be during College holidays) will be given

 Other benefits include:

* Pension scheme
* Life Assurance
* Lunch if during normal working hours
* Annual pay review
* Free tickets to College productions

**Safeguarding Statement**

Eastbourne College Incorporated is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to an enhanced DBS check, pre-employment medical questionnaire and positive references.

**Application process:**

* To apply, please visit https://www.eastbourne-college.co.uk/contact/employment-opportunities/ and click the ‘Apply Now’ button to complete the mandatory application form. An up-to-date CV and covering letter may be uploaded with this online application form.
* For further information please contact Human Resources Department by email: hr@eastbournecollege.co.uk or telephone: 01323 452219.
* The closing date for applications is 25 January 2021.
* Candidates will be required to provide the names and contact details of two referees, one of whom should be a current employer. Candidates should make it clear if they would prefer their referees not to be contacted before the interview stage.