



Mill Hill
EDUCATION GROUP

Marketing & Digital Content Executive

Candidate Information Pack

Instilling values, inspiring minds

INTRODUCTION

Work under the direction of the Head of Marketing to help deliver the Marketing Strategy. This role will involve working closely with multiple stakeholders in particular; Leadership Teams, Admissions Teams and Teaching staff across all schools.

To develop a distinct brand presence for the schools through all relevant marketing channels and lead on digital content creation. To ensure all content is inspiring, correct and up to date and that it is both an informative and promotes the school to its wider audience.

Closing date for applications: 9:00am on Thursday 16 May 2024

The School reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

Key facts about the role:

Contract Type

FULL TIME,
40 HOURS A WEEK

Hours

8AM – 5PM WORKING HOURS

Benefits

PENSION
ON SITE GYM
FREE PARKING

Salary

£34,125 (DEPENDENT ON
EXPERIENCE)

Holiday

25 DAYS HOLIDAY

Location

MILL HILL SCHOOL

Line Manage

MARKETING ASSISTANT

Mill Hill Education Group

A charitable collection of independent schools. Its aims of instilling values and inspiring minds has been a key focus since the founding of Mill Hill School in 1807. All schools share an educational philosophy around developing thoughtful and responsible pupils with a global outlook. School life combines academic rigour with a breadth of opportunities to develop young people able to flourish in an ever-changing world.



Job Description

Main Duties and Responsibilities

Lead on content creation across Mill Hill Schools and provide support for other schools across Mill Hill Education Group.

Social Media:

- Work closely with multiple stakeholders to create exciting content for the relevant channels across Mill Hill Education Group
- Plan weekly content across different platforms, e.g. Facebook, Twitter, Instagram and LinkedIn for each school and support Easter/Summer Schools when required
- Monitor the existing platforms and make approved responses when required
- Follow educational specialists on social media to look for opportunities to contribute to discussions online and build relationships with them
- Ensure that content from the Development and Enterprise Departments are included
- Keep abreast of changes in digital channels
- Work closely with Marketing and Digital Design Executive to create visually appealing posts

Website:

- Content creator (including proof-reading and editing articles)
- Maintaining and developing the website
- Daily, to monitor and update information displayed on the website liaising with teaching staff and other departments where necessary
- Drive traffic to the website through appropriate initiatives
- Encourage contributions of news from staff and pupils which will then be communicated via the parent/agent e-newsletter
- Assess the information structure and presentation of information on the website to ensure that it is as impressive as it can be
- Check the functionality of the website to ensure that it is navigable
- Maintain an overview of all Foundation Schools' websites, and of the pages which relate to the Development and Enterprise Departments and any other sub-sites which may evolve in time

- Create digital reports e.g. using Google Analytics
- Working closely with our digital agency, monitor the content of the information on the website with a view to maximizing Search Engine Optimisation (SEO)
- Update educational websites where information for our schools are held e.g. Good Schools' Guide
- Send news to key electronic commercial and educational websites as appropriate
- Manage the content placed on Agent Portals to ensure they are regularly updated with relevant and positive content.

Advertising:

- Support the Head of Marketing to deliver relevant advertising campaigns for events such as Open Morning. Covering both offline and digital channels.

Press:

- Build relationships with press and publications and identify content opportunities
- Write content for press releases and award submissions
- Drive contributions from key stakeholders across the schools
- Record and monitor press coverage

Design:

- To work in conjunction with the Marketing and Design Executive and external agencies; assist in creating promotional and branded materials; including prospectus, digital advertising, offline advertising, flags, business cards, post cards etc. Plus, the creation of branded school materials
- Create the Mill Hill International, Mill Hill School and Grimsdell School Magazine and work in conjunction with the Belmont School Magazine Editor to create their school magazine

Other:

- When required, support the production of the weekly parent e-newsletter
- Deliver key events such as Open Morning
- Work closely with our Video Production Society to gather in house content
- Manage the content for internal digital screens working closely with the office teams
- Create surveys as and when required to gain insights

General:

- Line manage the Marketing Assistant
- Regularly review other schools activity and changes in the schools market
- Ensure compliance of all school administrative processes and procedures
- Appreciate and support the role of other professionals, and establish constructive relationships and communicate with other organisations and individuals as required
- Participate in training and development activities and programmes,
- Attend, participate and take minutes in meetings as required
- Comply with, and assist with the development of policies and procedures, and report all concerns to an appropriate person, in respect of:
 - Child protection and Safeguarding
 - Health, safety and security
 - Confidentiality, and
 - Data Protection
- Perform any other duties as requested by the Head of Marketing as commensurate with the post

This job description is not necessarily a comprehensive definition of the post. It will be reviewed and may be subject to modification at any time after consultation with the post holder.



Personal Specification

Qualifications and Skills

Desirable

- Educated to Honours degree or equivalent professional qualification
- Digital Marketing, PR or Communications qualification

Experience and Knowledge

Essential

- Excellent verbal and copy writing skills with the ability to write copy for a variety of marketing channels, press and other audiences. Ensuring the content is factually correct with a spark for creativity
- Excellent attention to detail and proof reading skills
- Strong stakeholder management, organisational and planning skills
- Ability to multi-task and prioritise work
- Experience of working in a fast-paced environment
- Proficiency in MS Office (MS Excel, MS Word and MS Outlook)
- Knowledge of existing and emerging web tools and social media platforms
- A proven interest in digital channels and copywriting

Desirable

- A minimum of one years' experience within marketing, PR, digital, web or communications
- Experience of working in an educational environment
- Ideally managed social media accounts
- Good knowledge of CMS (Word Press), MailChimp and Indesign

Abilities, Skills and Attributes

- Ability to build and form working relationships with pupils, parents and colleagues, to work across operational boundaries
- Be able to manage and lead as well as work as a member of a team
- Demonstrate attributes of discretion, tact and diplomacy
- Show initiative, drive and commitment to ongoing improvement
- Be articulate and presentable
- Be creative problem-solver with the ability to think ahead
- Have good negotiation skills
- Demonstrate a co-operative, reliable, customer responsive with a "can do" attitude with good communication skills both on the telephone and in person that allows effective communication at all levels of the school
- Demonstrate an aptitude and acceptance of working within an environment that has numerous interruptions, changing workload demands and new organisational challenges
- Be able to work under pressure and meet deadlines whilst producing high quality work



Why Join Us

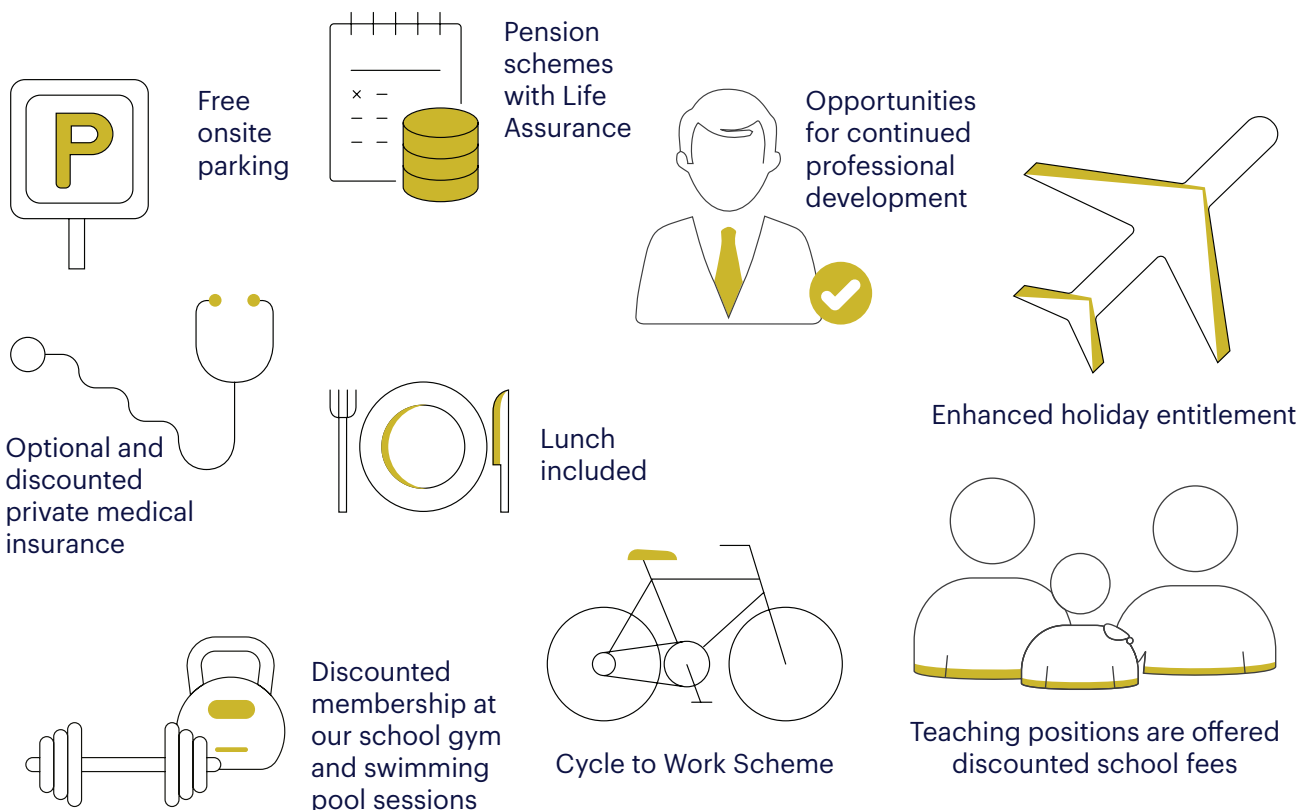
Why work for the Mill Hill Education Group?

- Join a growing collection of independent schools, based in London and surrounding areas
- Teach in a stimulating academic environment and be a part of numerous activities outside the classroom, fostering both learning and personal growth
- Share the passion and commitment to develop every pupil. Our friendly and supportive community plays a crucial role in this process
- Instil a lasting love for learning whilst balancing this with a readiness to embrace change, preparing pupils for life, both now and in the future
- Work alongside hard working, inspirational and enthusiastic team members across all our schools

The Mill Hill Education Group is committed to safeguarding the welfare of children. As part of our Recruitment Checks, the appointed candidate will be subject to a Social Media and Enhanced DBS Check.

Added benefits

We not only offer inspirational learning environments for pupils but great places to work for our staff. In addition to working in our beautiful school settings we also offer a range of benefits:



How To Apply

1

If you would like to apply for this role, please complete an application using the Apply button below.

APPLY

2

Our Guidance Notes for Applicants can also be found on the portal. Please complete the application by **9.00am on Thursday 16 May 2024**.

Please note that we are unable to accept applications unless they are made on our own application form. Due to the large number of applications the School receives, please be aware that only shortlisted candidates will be contacted to be invited for an interview.

The Mill Hill Education Group reserves the right to interview candidates ahead of the closing date and applications will be considered as they are received.

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The Education Group apply for an Enhanced Disclosure from the Disclosure and Barring Service (DBS) for all positions at the schools which amount to regulated activity. The role you are applying for meets the legal definition of regulated activity with children.

If you are successful in your application you will be required to complete a DBS Disclosure Application Form. Employment with the schools is conditional upon the schools being satisfied with the result of the Enhanced DBS Disclosure. Any criminal records information that is disclosed to the schools will be handled in accordance with any guidance and/or code of practice published by the DBS. It is an offence for person barred from working with children to apply for this post.

The Mill Hill Education Group is committed to Equal Opportunities and welcomes applications from all sections of the community.



Instilling values,
inspiring minds.



The Mill Hill Education Group is the brand name for The Mill Hill School Foundation.
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Registered charity number: 1064758.
