

DIGITAL MARKETING EXECUTIVE - JOB DESCRIPTION

Pangbourne College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.

Job Title:	Digital Marketing Executive
Reports to:	Head of Marketing and Communications
Department:	Marketing / External Relations
Hours per week:	37.5 hours per week – all year. Plus occasional weekend/evening work.
Contract Type:	1 year Fixed Term Contract - Maternity Cover

Key working relationships:

Head of Marketing and Communications

Registrar/Admissions

Headmaster

Bursar

All Staff

External Relations Team

External Marketing Agencies

Media Contacts

Prep and Primary School Heads

International Agents

Job Summary

This is a critical role within the College and the Marketing team, strengthening our brand awareness and market presence through innovative and creative use of imagery and video for use on social media and the College website. You will bring your flair for design and your digital knowledge to create a positive marketing presence, and you will know how to create and tell powerful stories through effective use of images, design and content.

Duties and responsibilities:

- (1) Create a positive, multichannel online presence using social media channels, the College website, photography and video.
 - a. Manage the College website, including regular content audits, updating and refreshing as required.
 - b. Contribute towards our plans to launch a new College website.
 - c. Manage the college social media, coordinating content across the College's online presence and creating audience-appropriate content.
 - d. Produce video and photography to capture key moments in the College calendar and curate for publication both online and in print publications.
- (2) Working within the College branding guidelines, design print and digital material for use online and at College events.
- (3) Build positive internal relationships with College staff and pupils to ensure a good flow of stories and content to the marketing team.

Videography and photography

- Using your own skills and working with external professionals, manage the production of video and photography to capture key points in the College calendar and create an annual record of events.
- Create video stories which can be uploaded to the College website and public channels covering aspects of College life.
- Work with the College's dedicated photographer to capture 'everyday life' on campus.
- Catalogue and curate image collection to ensure accessibility for key staff members and suitable imagery for college publications (digital and print).
- Catalogue and curate historical digital image collection to ensure accessibility and an ongoing historical record.

College Website

- Create and implement an auditing process such that all static sections are regularly inspected and updated as necessary.
- Create and deliver interactive experiences for prospective families through video, imagery and content production.
- Create and deliver useful and accessible content for current families, including College calendar, news and events.
- Write content to update news, images and other changing features on a regular basis.

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Social Media

- Manage and coordinate content the existing College social media channels, to create a positive and vibrant online presence for the College.
- Ensure consistent messaging across all College social media, linked to website content.
- Implement a system to regularly analyse and monitor engagement with College social media, and create analytical reports when required.

Design

- Edit imagery for social media purposes.
- Design 'in-house' collateral such as event invitations, programmes, posters, flyers and other small-scale design projects.
- Create and amend new and existing marketing materials such as adverts.
- Ensure key branded literature is reviewed and up to date.

Merchandising

- Responsibility for stock management of current merchandise.
- Sourcing and ordering merchandise in a timely manner in conjunction with the College event calendar.
- Ensure stock levels of the College prospectuses and other Marketing collateral are managed accordingly

College events

- Support the Marketing and Admissions Teams and Academic staff in running all College events.
- Assist with promotional campaigns for College events
- Contribute ideas for events which will engage prospective families, especially during those times when they cannot visit the campus in person.
- Support the Marketing and Admissions Teams and Academic staff with any Marketing literature needed for the events.

Other responsibilities

- Create content for internal digital screens and help College Receptionist manage Devitt Entrance welcome signs via Planet eStream software, when necessary.
- Be the Marketing representation at the College's Racial, Diversity and Inclusion Working Party. Work alongside the Assistant Head Pupil Mental Wellbeing and Head of Marketing to ensure diversity and transparency within marketing communications.
- Produce annual 'Come Dine With Me' boarding competition video. Filming and editing required.
- Produce materials (posters, programme and t-shirts) for Drama productions.
- Create video memoirs of Upper Sixth Leavers - filming and editing required.

Other

The above is only an outline of the tasks and responsibilities of the role. The post holder will carry out any other duties as may be reasonably required by his/her line manager

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The job description and person specification may be reviewed on an on-going basis in accordance with the changing needs of the department and College.

This job description and accompanying documentation do not form part of the employment contract.

Child Protection and Safeguarding Policy

It is the post holder's responsibility for promoting and safeguarding the welfare of children. You will comply with the Pangbourne College Child Protection and Safeguarding Policy, and the requirement to report to the Designated Safeguarding Lead any concerns relating to the safety or welfare of children.

Terms and Conditions of Service

The post holder will be required to comply with all policies and procedures issued by and on behalf of the College.

The post holder will be subject to an Enhanced Disclosure and Barring Service Certificate.

The post holder will be required to participate in the College's appraisal procedures as an appraisee and if applicable, as an appraiser.

The post holder will be required to attend statutory and mandatory training.

Information Security, Confidentiality and Data Protection

During the course of employment the post holder may have access to, see or hear information of a confidential nature and he/she will be required not to disclose such information. All personal identification information must be held in the strictest confidence and should be disclosed only to authorised people in accordance with the General Data Protection Regulation and the College's Privacy Notice, unless explicit written consent has been given by the person identified.

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Equal Opportunities

The post holder must comply with and promote Equal Opportunities and avoid any behaviour which discriminates against others on the grounds of sex, disability, marital status, sexual orientation, age, race, colour, nationality, ethnic or national origin, religion, political opinion, trade union membership.

Health and Safety

Under the Health & Safety at Work etc Act 1974, it is the responsibility of individual employees at every level to take care of their own health and safety and that of others who may be affected by their own acts at work. This includes co-operating with the College and colleagues in complying with Health and Safety obligations to maintain a safe environment.