



**Marketing & Events Lead  
Position Description**

**37.5 hours a week (negotiable)**

The role of the Marketing & Events Lead is a key one in our Marketing and Communications Office. The primary function of the role is to conceive, plan and run events for our community, but the role requires someone keen to operate as part of a team, happy to be involved in a range of marketing activities.

We are looking for someone who:

- Has excellent communication skills, both verbally and in writing
- Has a relevant qualification and/or has experience in a relevant field
- Understands and can use a range of social media
- Has strong IT skills, and experience of using databases to store and retrieve information
- Has some understanding of and interest in the education sector
- Has exceptional inter-personal skills and an instinctively entrepreneurial approach
- Is looking for a position that will offer her/him the opportunity to develop
- Is flexible, willing to work unsociable hours at times, and willing to support other members of the team as and when necessary

This is an ideal position for someone who is either in the early stages of a career in events management and marketing, or who is looking for a varied role in an education setting that will call upon a wide range of skills.

**Core Purpose**

The Marketing & Events Lead will support our Communications and Marketing Manager as part of our Communications and Marketing team. S/he is responsible for developing, organising and running a wide range of community events connected with the school, building partnerships within the school community and with suppliers. S/he is also a core member of the team and will contribute to a broad range of marketing and communications activities.

It is expected that the role will evolve as the Marketing & Events Lead develops experience in the role.

The role includes a wide range of responsibilities that will evolve over time and which require an approach that is instinctively entrepreneurial and innovative.

The responsibilities include but are not limited to the below. To:

- Plan, promote and execute a range of parent and community events throughout the year
- Liaise effectively with the Facilities Manager and Community Engagement Liaison to ensure that events are successful and well-organised
- Take responsibility for internal communications connected with events
- Communicate with the Community Engagement Liaison to ensure that the needs of parents are considered at every step of the way
- Plan and organize the Student Ball and Valedictory Dinner

- Contribute photos and other relevant items to the digital archive
- Liaise with Facilities Manager to ensure that School Prizegivings and other large School events are supported effectively
- Organise and run consultation/breakfast meetings
- Assist with Alumni functions as and when requested, using events to build an effective database
- Organise Badges/plaques/flags as needed
- Support fundraising opportunities for the school
- Contribute to the School's marketing strategies
- Make effective use of the School's database to record events data effectively
- Make effective use of social and other media to promote School events
- Oversee the development of the School's merchandise operations
- Provide support and help during school events as and when required, whether or not these have been organised by the Marketing & Events Lead
- Engage teaching staff in our community events
- Support the Communications and Marketing Manager in her work, including work on School publications as and when necessary

Accountable to: Marketing Relationships Manager

Partnership with: Community Engagement Liaison, Senior Leadership Team, Facilities Manager

#### **Core Outcomes**

- Events are increasingly well-attended and received enthusiastically
- Our parent community feels valued and are increasingly engaged
- Events are varied, with an appropriate balance between innovation and tradition
- The Marketing & Events Lead is an effective member of the Communications and Marketing team
- Events are successfully organised
- Staff and parents develop relationships through joint attendance at events