



KPS – Kendrick Parents' Society

Marketing Officer

Job Description & Person Specification

KPS Marketing Officer

This is a great all-round role and the post holder will be able to use and develop their existing communication, media, advertising, publication and public relations skills.

Key Responsibilities:

1. Involved in creating compelling and dynamic traditional & digital marketing content and campaigns to raise the KPS and it's event profile and achieve maximum participation through social media and other digital platforms.
2. Being innovative and creative to maximise generation of new enquiries.
3. Ability to develop and implement both the traditional and Digital Marketing Strategy.
4. Develop and manage the Social Media strategy
5. Continuous monitoring of marketing trends and contribute ideas for new approaches to optimise the use of the Facebook/School website (if permitted).
6. Work with KPS Committee to develop and deliver engaging content to showcase the KPS initiatives
7. Contribute to the design of the School's website – improving the usability, design, and content
8. Monitor trends in design and produce eye-catching, engaging content such as infographics, videos, blogs and more
9. Write content for both print and web including KPS website, weekly newsletter to parents, programmes, booklets, posters and flyers
10. Profiling and communicating achievements of KPS via online channels
11. Find and develop a range of marketing materials
12. Attend KPS events and take photography and video for marketing purpose

Person Specification:

- Understanding and supportive of the ethos of The Kendrick School.
- Good communication skills - written, in person and on the phone.
- Understanding and sympathy with the importance of good relations within the wider Community.
- Networking & building good relationships
- Using social media
- An enthusiastic team player with good interpersonal skills
- A friendly, professional and 'can do' approach.
- Confident public speaker
- Proactive approach
- Flexibility
- Willing to work autonomously, organising one's own time and resources efficiently

The post holder must read the **Health & Safety** Policy and **Safeguarding Policy of the school** before coming into contact with students and or organising events. These can be found on the school website. If anyone has a safeguarding concern about a student, they must report it to the **Designated**



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Safeguarding Officers, Ms Kattirtzi or Mr Simmonds. Post-holders must also be aware of the use of personal information according to the **GDPR regulations**.

The list of responsibilities outlined above is not intended to be exhaustive and the post-holder may be required to undertake other, reasonable tasks when necessary.

I have read and understood my responsibilities

Signed

Dated