



Marketing and Admin Assistant

Job Description and Person Specification

Hours of Work: 35 (full time) for a two year fixed term.

Candidates will need to be flexible as some evening and weekend working is required.

Salary dependent on experience.

Job Purpose: To assist the Development and Marketing Manager across two broad areas – implementation of marketing initiatives and general administrative support.

RESPONSIBILITIES AND DUTIES

Implementation of marketing initiatives

Working closely alongside the Development and Marketing Manager:

- To initiate and produce, in conjunction with school staff and external agencies, the following:
 - Termly Newsletters
 - School Prospectus and inserts
 - Speech Day programme
 - Sixth Form Lecture Programme
 - Results +
- To assist the Headmaster and the Development and Marketing Manager in the organising of key one-off events:
 - City Of Culture 2017
 - 125th Anniversary
- To take responsibility for the organisation of regular school events:
 - Open Mornings
 - Carol Concerts
 - Comedy Nights
 - Driffield Show
 - The Hymers College Quiz Challenge
- To assist the Director of Learning and Teaching in the following:
 - The production of the school's annual magazine – The Hymerian
 - The initiation of a students' News Desk
- To be responsible for the evaluation of all advertising opportunities and the first point of contact with local publications.
- To be responsible for inclusion in published school guides and directories, both printed and electronic where appropriate.
- Prudent management of the marketing budget.
- To help and assist in the implementation of ad-hoc marketing opportunities as they arise.

General administrative support

- Assisting the Development and Marketing Manager in the maintenance and development of the Old Hymerians database.
 - Respond to contact forms
 - Process membership updates
 - Registration queries
 - Database cleansing
 - Posting events and news on the OH website
- Assisting at Old Hymerians and fundraising events.
 - Publicising and attendance
 - Sending out invitations
 - Updating attendee lists
- Handling of archive and memorabilia queries.
- Updating and posting articles/photographs on the OH Facebook and LinkedIn pages.
- To look at ways of exploiting social media.
- To help in the identification of Old Hymerians 'ambassadors'.
- To assist in the production of the Old Hymerians' section of the Hymerian magazine.
- To assist in post-event/activity evaluation and database follow-up if appropriate.
- Maintain accurate lists of benefactors and donors.
- To undertake any other reasonable tasks as requested by the Development and Marketing Manager.

PERSON SPECIFICATION

You should:

- **Have excellent administrative skills.**

Working across two broad areas it is essential that this person is highly organised with excellent administrative skills. They need to be able to prioritise and to project manage initiatives simultaneously. Able to accept instruction they should demonstrate common sense and enjoy working independently.

- **Be reliable and meticulous.**

Able to be relied upon at all times, to deliver what has been promised and to work to deadlines. Able to manage and control budgets and to ensure sufficient attention is paid to detail and quality of all areas of one's work, especially database management and proof reading promotional materials. This person takes pride in their work and is a real 'completer finisher'.

- **Be professional and discrete.**

This person represents Hymers College and should conduct themselves in a professional manner at all times. This person should also be able to handle confidential information with sensitivity and complete discretion.

- **Have excellent interpersonal skills.**

This person should be confident, responsible, personable and able to work co-operatively and supportively with others when necessary. They should have the ability to communicate easily with senior management, teaching and support staff, and external agencies whether face to face or via the telephone.

- **Be enthusiastic and creative.**

This person should be energetic, hard-working and have a sense of fun. Able to think creativity and to appreciate what visually works.

- **Have technical ability.**

This person should be proficient at key board and computer skills, able to use, input and maintain a database and have an appreciation of the broad principles of marketing. An understanding of the use of social media and experience in event planning and the production of promotional materials would be advantageous.

BER

November 2015