



Marketing Assistant (Temporary Maternity Cover)

An opportunity has arisen for a Marketing Assistant to work alongside the Communications Manager, to assist with the development and implementation of the School's marketing strategy and to assist with the continuous dialogue and feedback with key internal and external stakeholders acting as a 'brand guardian'.

You will use your energy, creativity, organisational and interpersonal skills to help share the story of Merchiston with a range of stakeholders. You will preferably be a graduate in the field of communications, marketing or business studies. Experience of working in commercial, public or not-for-profit sectors are all equally useful, and empathy for working within an independent, international, education environment is essential.

The key elements of the role will include:

Liaison

- Build and maintain good working relationships with both teaching and administrative staff, parents and students
- Coordinate the monthly Marketing & Admissions meeting and produce a contact report
- Liaise regularly with Admissions, Development and the Website Manager
- Liaise with appropriate members of staff over marketing events and initiatives.
- Support teaching staff where necessary with projects which have a direct impact on the School's reputation and image

Planning and Marketing Strategy

- Assist with the preparation of the Annual Marketing Strategy
- Assist with the preparation of Marketing Updates for inclusion in the Headmaster's Progress Reports.

Market Research and Analysis

- Assist with marketplace research
- Assist with the production of performance indicators and comparison with RS Benchmark figures; highlighting any trends
- Analysis of marketing events

Events Management

- Ensure the timely preparation of displays/promotional literature for the event inc new stands/items
- Assist with the coordination of events to ensure the smooth running of the events themselves
- Assist with research and coordination of overseas recruitment trips
- Assist with organisation and attendance at events and exhibitions

Promotional Literature/Website/Photography

- Assist with the coordination of the production of promotional literature, items – including gathering information from staff, rewrites, edits
- Mail merge for mailings from School database. Fulfilment of mailings.
- Coordinate and ensure timely and cost effective distribution of promotional literature and advertisements
- Help to identify photographic opportunities
- Maintain photograph library, photograph archive and parental photograph access site
- Provide IT with photography for Screen updates
- Maintain school displays and enhance the presentation of each around the School.
- Proof-read marketing communications materials
- Maintain stock level report of all marketing communications materials
- Assist with the briefing and organisation of video filming for the website and new media channels

Press Releases/Media enquiries

- Help identify opportunities for and the composition of press releases
- Seek out and draft news stories for website and newsletters
- Issue news releases to relevant contacts
- Maintain press clippings folder and produce monthly report for Headmaster
- Responding to telephone enquiries to ensure that reporters are directed as swiftly as possible to the Headmaster/Deputy Head/Director of Studies

Advertising/Agents

- Supply artwork to reserved publications, ensuring deadlines are met.
- Research the School's use of modern technology for promotion and advertising.
- Ensure regular circulation of advertorial to the media
- Ensuring Agents are kept up to date with the most recent literature

General

- Assist with research and development of the School's links with Prep and Primary feeder schools
- Processing invoices and ensuring budget database kept up-to-date.
- General correspondence
- Responding to telephone calls
- Processing mail

Essential Criteria

- University Graduate – Marketing, Communications or Business Studies
- At least one year's experience within a Marketing or Communications role
- Excellent communication and interpersonal skills
- Excellent IT skills (the full Microsoft Office suite, social media awareness)
- A quick learner, with a solutions-based "can-do" attitude
- Ability to prioritise tasks and pay attention to detail
- Ability to work to deadlines
- Ability to interact with people at all levels
- Flexibility and commitment to work outwith Monday-Friday daytime hours to assist with the organisation of and attendance at marketing and other major School events.

Desirable Criteria

- Design and/or photographic skills
- Experience of using content management systems and databases
- Experience or knowledge of the independent education sector
- Recognised / or working towards a professional marketing or pr qualification
- Experience of print production from concept to delivery

Terms & Conditions

Salary is by negotiation and is dependent upon the experience and qualifications of the successful candidate. There is a generous holiday entitlement and benefits will include pension, life insurance and subsidised healthcare. **This position is short term and temporary to cover maternity leave.**

Interested parties should email a letter of application together with a full curriculum vitae and the names and contact details (including emails please) for two referees to: Mrs Sharon Dow, Headmaster's PA: headsec@merchiston.co.uk or by post to Merchiston Castle School, Colinton Road, Edinburgh, EH13 0PU to be received by 5pm on **Thursday 26 August 2010.**