



The
Ladies' College
Guernsey

Marketing Co-ordinator



Start date negotiable

Marketing Co-ordinator

Candidate Criteria

The Marketing Co-ordinator will play a key role in supporting marketing activity across the College. They will bring creativity, strong organisational ability, and excellent communication skills to help showcase the College's values, achievements, and opportunities to a variety of audiences.

Key Criteria

- Strong organisational and administrative skills with attention to detail.
- Excellent written and verbal communication.
- Experience using social media platforms in a professional context.
- Good IT skills, including MS Office and basic design/photo editing software.
- Ability to manage multiple tasks and meet deadlines.
- Ability to work appropriately in an environment where children and young people are present, with an understanding of safeguarding responsibilities.

Role and responsibilities

- To provide support and assistance to the Deputy Principal (Academic Operations) in the development and implementation of the marketing plans for the College which will require liaison with the Principal, senior colleagues, staff, and College Governors.
- To manage the social media accounts and support the development of the College's strategic direction for its social media and online presence to ensure the College's core values, brand message, and ethos are communicated across a range of platforms.
- To act as a point of liaison where any internal or external marketing activities are required to help manage the College's brand and identity with consistency, liaising with staff and implementing standards across the whole College.
- To be involved with daily College activities and attend key events, working in conjunction with the Head of Photography and other colleagues to produce engaging photography and video to be used for marketing purposes.
- To help organise key marketing events.
- To collaborate with internal teams and external providers to support the creation of visual assets for marketing campaigns, including posters, brochures, digital graphics, and branded

materials.

- To support in building relationships with stakeholders (both internal and external) to understand how best to engage with them to build our marketing provision.
- To assist with reviewing the success of marketing campaigns to inform future planning. This may involve providing reports for various audiences (for example the Board of Governors)
- Any other duties which may be reasonably assigned by the Line Manager.

Hours

30 hours per week

All hours to be managed in conjunction with Line Manager to support the role.

Term time only, plus 3 x Inset Days of 7 hours (one per term), plus a further 30 hours outside of term time (to include GCSE and A-level results days) as agreed with Line Manager.

Line Management

Reports to the Deputy Principal (Academic Operations)

Remuneration

The remuneration for this post will be at the States of Guernsey SAA2 scale, which currently equates to between £35,614 to £40,504/annum FTE based on experience

Other Benefits

All colleagues employed on permanent contracts are eligible for a one third fee reduction (pro-rated for part-time staff) for one daughter based in either the Senior School or Melrose. A further one quarter fee reduction (pro-rated for part-time staff) is available for a second daughter. Details regarding places and entry requirements are available from the Registrar.

Equal Opportunities

The Ladies' College is an equal opportunities employer and does not discriminate against applicants on any grounds. The criteria for selection relate purely to the suitability of an applicant for the job for which they are applying.

Safeguarding

The Ladies' College is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. The successful applicant will be required to satisfy our standard employment checks, including the completion of a DBS Enhanced Disclosure check. It is an offence to apply for this role if you are barred from engaging in regulated activity relevant to children.

Data Protection

This data has been requested by The Ladies' College exclusively for the purpose of recruitment. The Ladies' College will ensure that this is processed in compliance with its Privacy Notice and Data Protection Policy and The data Protection (Bailiwick of Guernsey) Law, 2017.