

**FOREST HILL SCHOOL**  
**A SPECIALIST SCHOOL IN PERFORMING ARTS**  
Dacres Road Forest Hill London SE23 2XN  
Roll 1270 : Boys 11-16, Mixed 16-19  
Tel: 020 8699 9343  
[www.foresthillschool.co.uk](http://www.foresthillschool.co.uk)



## **Marketing & Community Engagement Officer**

2 year fixed term contract commencing January 2019

21 hours per week, term time only, flexible working subject to agreement

Salary: £30,012 to £31,763 pro rata (actual salary approximately £14,983 to £15,857.99)

Subject to Single Status evaluation

## **The School**

Forest Hill is a dynamic community school that offers innovative teaching across a broad curriculum, including a Performing Arts focus, which is underpinned by the highest standards of pastoral care.

We are an extremely inclusive and popular 11-19 boys' school, with a mixed sixth form run in partnership with Sydenham Girls School and believe that every student should be given the support to aspire to and achieve excellence.

## **JOB DESCRIPTION**

Job Title: Marketing & Engagement Officer

Reporting to: Director of Strategy & Resources

Responsible for: (0)

Liaison with: Head Teacher and Senior Leadership Team

School stakeholders including Friends of Forest Hill School, Local Authority Marketing Team, Feeder Primary Schools and teachers and support staff

## **Job Purpose**

The Marketing and Community Engagement Officers role is to develop and implement existing marketing plan.

The Marketing and Community Engagement Officer will support the Senior Leadership Team in promoting the school and developing and enhancing Forest Hill School's presence through all media and available channels. The individual will have a unique position in the school in that they will be expected to get involved with daily school life, producing news stories, liaising with parents and visitors and promoting all that the school has to offer.

## **Key Tasks and Responsibilities**

This is a varied position at the school covering all aspects of marketing including;

- Develop and deliver the marketing strategy/plan with the Head Teacher and Senior Leadership Team
- Organise production of marketing materials with external agencies such as digital design agencies, print suppliers, advertisers, event organisers etc.
- Promotion of school marketing events such as Open Days, Primary School activity days and Special Events
- Proactively working with staff and pupils to identify and produce newsworthy content
- Copywriting for website, brochures, newsletters, school magazine, emails, advertorials and PR articles.
- Day to day content management of our website and other digital media
- Manage and analyse the digital profile for the school with responsibility for social media
- Conduct market research and surveys from time to time with parent and prospective parent groups
- Measure and evaluate the schools marketing activities
- Produce regular reports for the Head Teacher and Director of Strategy & Resources, highlighting any recommendations / trends
- Able to work flexible hours when required, for example in the lead up to an Open Day or main event.
- Attend external events to promote the school
- Maintain a working relationship with the Local Authority, Primary Schools, local businesses and organisations
- Any other reasonable request in the relation to the work of the marketing the school

## **Key Skills**

- A real passion and enthusiasm for dealing with people
- Ability to develop good relations with staff, both teaching and support staff, students, parents and Governors
- Excellent planning skills
- Ability to multi-task and prioritise work effectively
- An outstanding communicator and able to work at all levels
- Excellent copywriting and PR skills
- Creative flair with a good eye for design
- Solid IT skills including Social Media
- A knowledge and interest in the Education sector
- Proven events organisation skills
- Lots of initiative
- Team worker

## **Competency Profile**

It is expected that the Marketing & Community Engagement Officer will;

- Be educated to A-level or higher, with GCSE English & Maths
- Have a minimum of 3 years marketing experience. Proven success from working in the marketing of schools would be a distinct advantage
- Be able to provide evidence of continuous professional development in marketing, through training/course attendance or regularly keeping up to date with changes in best practice.
- Be experienced in developing and implementing all aspects of marketing communications, including copy writing, undertaking PR, advertising and producing marketing collateral.
- Have experience of website content management and ideally an understanding of Google Analytic and SEO
- Have the ability to work on their own initiative and make proactive contribution to marketing plans