



## KING WILLIAM'S COLLEGE

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**Title:** Marketing Assistant  
**Reports to:** Head of External Relations  
**Department Team:** External Relations  
**Job Location:** King William's College



King William's College and The Buchan School are committed to safeguarding and promoting the welfare of children and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. The successful candidate will also require satisfactory references and confirmation of education. A medical examination may be required. If necessary this will be undertaken at the expense of King William's College. The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom he/she is responsible, or with whom he/she comes into contact will be to adhere to and ensure compliance with the school's Child Protection Policy Statement at all times. If in the course of carrying out the duties of the post, the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the school, he/she must report any concerns to the Principal.



## The School

King William's College was opened in 1833 through public subscription and the support of Bishop Barrow's Charity, which itself had been founded in 1668. For most of its history, the school operated primarily as a boys' boarding school supplemented by day boys. Girls were first admitted to the Sixth Form in the late seventies and the school became fully co-educational in 1987. In 1991, King William's College merged with The Buchan School, (situated in Castletown and founded in 1875), to provide education for young ladies, also under the auspices of Bishop Barrow's Charity.

The two sites now constitute one school administered by a single Board of Governors and with the same overall vision and ethos. The sites are less than two miles apart and The Buchan School provides Nursery and Prep curricula for children from 2 years to 11 years of age. King William's College provides a non-selective education up to IGCSE and all Sixth Form students take the International Baccalaureate Diploma. There are currently around 70 children at The Buchan Nursery, 160 at The Buchan School and 320 at King William's College. There are two boarding houses at College. The School is a Church of England Foundation although the pupil body includes those of many faiths.

The School is run on year-group lines for academic purposes, while the House system has been retained for social interaction including, Drama, Music and Sport. In 2002 King William's College began teaching the International Baccalaureate Diploma. Since then more than 1,000 students have studied the Diploma with us and we have become one of the largest and most established IB schools in Britain. We believe that it is an excellent preparation for both university and life beyond and it is the only qualification we offer in the Sixth Form.

The King William's College enjoys a magnificent setting facing Castletown Bay in the south of the Island. The site is dominated by the main school building with its quadrangle and clock tower. The Buchan site is constructed around an early Victorian country house, in a pleasant parkland setting on the edge of Castletown.

## The Role

This role at King William's College and The Buchan School plays a crucial part in the External Relations Department, promoting the school to prospective and current parents, students, alumni, past parents, staff, the local community and the wider public, and encouraging their engagement with the school. The role requires someone who is a strong communicator with excellent writing skills and is able to marry their creative flair with the ability to secure value for money and return on investment. It is essential that the assistant is a team player, able to initiate projects and ideas, as well as take direction.

This role supports the wide remit of the External Relations Department, which is responsible for the admissions, local and international recruitment, marketing, alumni and fundraising functions of the school. The Marketing Assistant will support the Head of External Relations with all aspects of the marketing strategy, making this a diverse role with opportunities to deliver a range of marketing and communications activities. The Assistant will play a leading role in building and strengthening relationships with the school's key constituencies and will have a particular responsibility for the school's communications, including PR, social media, website and newsletters.

The Marketing Assistant's hours of work will be from **8.30am to 4.30pm Monday to Friday all year round**. However, the Assistant will be required to work outside these hours during key-related events etc., as necessary.

## Key Duties and Responsibilities

### Website and Digital Marketing

Ensuring that the website and digital communications effectively convey the ethos and experience of King William's College and The Buchan School and provide audiences with the information they need in a user-friendly way by:

- Update, develop and upload engaging online content, such as newsletters, stories, blogs, photographs, videos and press releases.
- Provide ideas and input into the development of digital resources and e-marketing materials.
- Coordinate and source student testimonials and experiences for use in online publicity materials.
- Drive engagement and traffic and, using quantitative and qualitative data, continuously evaluate the effectiveness of the website and identify ways to improve it.
- Ensure digital activity is engaging and effectively optimised for search.
- Draft, co-ordinate, develop, distribute and evaluate the newsletters and digital mailings to prospective and current parents, students, alumni, past parents and agents.

### Marketing Material

Ensuring King William's College and The Buchan School marketing materials have a consistent look and feel that reflects our values and ethos and effectively conveys our proposition by:

- Drafting key marketing materials including newsletters, flyers, adverts, PowerPoint presentations and digital mailings.
- Update and develop refreshed and engaging content to our online prospectus platform Kampus24.
- Maintaining stocks of marketing material and ensuring they are displayed at all appropriate points in the Schools and supplied to appropriate partners.
- Supporting the management of the School's marketing image library, including coordinating and briefing photographers and videographers and ensuring image use for marketing purposes adheres to our schools' policies.
- Liaising with design agencies when appropriate.

## **PR and Social Media**

Helping the School engage its audiences, developing strong relationships and raising awareness of the benefits of being part of King William's College and The Buchan School community or working in partnership with us, including:

- Working with the Head of External Relations and other staff to develop mutually-beneficial relationships with partners, such as local nurseries, primary schools, businesses, community, alumni, parents, students, staff, international agents and academia.
- Manage the school's content calendar.
- Developing a forward look of blog topics for the Head of External Relations and co-ordinating guest bloggers.
- Liaising with staff across the schools to ensure newsworthy activities are identified, recorded in the content calendar and subsequently covered.
- Actively manage and engage all forms of Social Media (e.g. Facebook, Twitter, LinkedIn and Instagram) to support the school's wider activity to ensure strategic objectives are supported.
- Source and produce engaging content from cross-school sources to generate newsworthy stories and ensure the website and social media channels are up to date, relevant and interesting.
- Act as the key point of contact for social media queries, developing a response process.
- Engage with parents, students, staff, alumni, past parents and prospects.
- Ensure data capture to iSAMs (enquiries) and InTouch (alumni and development).
- Be aware of the crisis management plan, preparing for crises and helping deliver activity should a crisis occur.
- Drive and manage social media campaigns from content creation, to measurement of campaign success.
- Seek opportunities to improve the use of social media and develop 'followers'.
- Help to increase conversion rates and ROI with regard to our digital marketing channels.

## **Advertising and Direct Marketing**

- Ensuring the School appears in key directories and that entries are kept up-to-date.
- Supporting the Head of External Relations with the advertising plan, including gathering information about the audiences and rates for different channel options and coordinating submissions.

## **Events**

- Planning, preparation, execution and promotion of External Relations events, locally and internationally.
- Ensure all follow-up after events is timely, efficient and professional.
- Producing and coordinating marketing material for events.
- Help to coordinate virtual Open Days and online student chat events.
- Support follow-up and conversion activity following recruitment events.
- Providing marketing support for events when necessary.

## **Other**

- Work closely with the External Relations Department, providing administrative cover and support.
- The list of duties is not exhaustive and you may be asked, within reason, to undertake tasks of a similar nature and level as requested by the Head of External Relations or SLT members.
- This is a description of the job as is constituted at the date shown below. It is the practice of KWC to periodically examine job descriptions, updating them to ensure that they relate to the job performed, or to incorporate any proposed changes. This will be conducted by the appropriate manager in consultation with the post holder.

## Skills & Experience Required

The successful candidate will have strong time-management and organisational skills, together with general office experience and excellent IT skills, with the ability to produce professional documents using Microsoft Office. Strong interpersonal skills are essential, with a can-do approach, and the ability to work on his/her own initiative.

- 1+ years experience in a marketing role.
- Superior time management and organisational skills and ability to meet deadlines.
- Exceptional writing and interpersonal communication skills.
- Ability to work both independently and as part of a team.
- Familiar with MS Word, Excel and PowerPoint.
- Experience of organising events.
- Strong knowledge and experience of managing social media platforms and of email marketing software such as Mailchimp.
- CRM and database management experience.
- A high level of creativity and the ability to think analytically.
- Proven knowledge of communications and marketing ethics and best practices.
- Able to work under pressure and with tight deadlines.
- Organised enough to multitask and run several events and projects at the same time.

This job description is not exhaustive or exclusive. It may be changed with the needs of the service, but only with the prior consultation with the post holder.

## Confidentiality

It is expected that the post holder will maintain a high standard of confidentiality in all of his/ her duties.

## Applications

A completed application form together with a covering letter should be submitted by post to: HR Manager, HR Department, King William's College, Castletown, Isle of Man, IM9 1TP or by email to: [hr@kwc.im](mailto:hr@kwc.im)