



# WOODHOUSE GROVE SCHOOL

woodhousegrove.co.uk

## JOB DESCRIPTION

<b>Job Title:</b>	Digital Marketing Assistant
<b>Reporting to:</b>	Director of Marketing & Commerce
<b>Description:</b>	This is a full time all year role working Monday to Friday 37.5 hours per week. Occasional weekend and evening work may be required. Holidays 8 weeks a year (3 of which to be taken during school Summer holidays) salary will reflect holiday allowance.
<b>Salary:</b>	£12 per hour.

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## Objectives

- To support the Marketing team in marketing the school to drive brand awareness and pupil recruitment across all marketing channels.
- To create and manage the school's digital and social media strategy across all platforms.
- To be a prominent public representative providing excellent customer service and promoting the values, attributes and aims of Woodhouse Grove School.
- To understand purpose of the school's online presence and to harness this to drive pupil recruitment and brand awareness.
- To develop and foster effective working relationships with academic and support colleagues.
- To engage with our alumni through communication and events.

## Responsibility

**To work with the Marketing team with the aim of ensuring that the brand values, attributes and aims of Woodhouse Grove School are effectively communicated.**

- Provide input into the overall school Marketing strategy.
- To co-ordinate and manage all digital marketing activities and campaigns, telling the story of the school across all digital platforms.
- Produce content such as writing blogs, creating infographics, making videos and other social media visuals.
- Manage social media accounts by drafting and scheduling content to be utilised across all social platforms.

Apperley Bridge, West Yorkshire, BD10 0NR  
enquiries@woodhousegrove.co.uk

*I am Grovian.*



Woodhouse Grove School is part of the Methodist Independent Schools Trust.  
Registered Office: 66 Lincoln's Inn Fields, London, WC2A 3LH.  
Charity No. 1142794. Company No. 7649422.



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- Website management including using keyword search and competitor analysis along with optimising website content for search engines.
- Analyse metrics from online marketing data sources to identify trends and insights, and optimise spend and performance based on the results.
- Create and manage paid digital advertising campaigns across all media platforms.
- Create reports and dashboards to track performance and measure the success of marketing campaigns.
- Participate in Open mornings, feeder school open days, exhibitions and other recruitment events.
- Co-ordinate and implement the school's social media calendar.
- Drive the Woodhouse Grove brand by following guidelines detailing use of school logo, style, tone of voice and other design requirements to ensure that the brand values, attributes and aims of Woodhouse Grove School are effectively communicated.
- Design and produce marketing material for online and print including school newsletters.
- Update information on web directories, listing and relevant sites.
- Assist with photo shoots and filming for prospectuses, printed material and the website.

Any other tasks that may be required to assist with the marketing of the School as directed by line management.

## Person Specification

- Strong interpersonal skills with the ability to form relationships with teaching and support staff, prospective parents and pupils.
- Administrative competence in the use of databases and the Microsoft Office suite of programmes.
- The ability to think ahead, plan effectively, organise and prioritise workload to achieve set deadlines across different functions.
- Familiarity with digital marketing tools and platforms, such as Google Analytics, SEO, PPC, and social media management software.
- Strong understanding of digital marketing platforms and analytical tools.
- Social media user with a passion for digital trends and knowledge of social media tracking.
- Skills to design and produce marketing material.
- Good communication skills, both verbal and written and good attention to detail.
- A team player with a positive approach to tasks.
- Be an outstanding ambassador for Woodhouse Grove School.

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*As the job for which you are applying involves substantial opportunity for access to children, it is important that you provide us with legally accurate answers. Upfront disclosure of a criminal record may not debar you from appointment as we shall consider the nature of the offence, how long ago and at what age it was committed and any other relevant factors. If you are shortlisted and invited to interview, you must declare any relevant warnings, reprimands, cautions and/or convictions by completing a self-disclosure form prior to interview. Any positive disclosure will be discussed at interview. For further information on which offenses should be disclosed please visit the following pages:*

Nacro - <https://www.nacro.org.uk/criminal-record-support-service/>

Unlock - <https://www.unlock.org.uk/contact-us/>

*Please note that the amendments to the Exceptions Order 1975 (2013) provide that certain spent convictions and cautions are “protected” and are not subject to disclosure to employers and cannot be taken into account. Guidance and criteria on the filtering of these cautions and convictions can be found at the Disclosure and Barring Service website [www.gov.uk/dbs](http://www.gov.uk/dbs).*

## **Equal Opportunities Employer**

*Woodhouse Grove School is committed to eliminating discrimination and encouraging diversity amongst our workforce. We aim to provide quality and fairness for all job applicants and employees and not to discriminate, or to receive less favourable treatment, on grounds of age, disability, race, gender reassignment, marriage and civil partnership, pregnancy and maternity, religion or belief, sex or sexual orientation, or is disadvantaged by conditions or requirements which cannot be shown to be justifiable.*

*Employment decisions will be made on the basis of each applicant’s job qualifications, skills, experience, and abilities. Applicants or employees with questions or concerns relating to discrimination for any of the reasons listed above should contact Saima Hussain, Head of Human Resources, [hussain.sa@woodhousegrove.co.uk](mailto:hussain.sa@woodhousegrove.co.uk)*

## **Child Protection and Safeguarding Policy**

*Woodhouse Grove School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment by complying with the School’s Safeguarding Policy and Staff Code of Conduct at all times. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and The Disclosure and Barring Service.*

*As part of the shortlisting process, online searches on shortlisted candidates will be carried out as part of its due diligence.*

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