

# Job Description

Job Title	Marketing Graduate
Reports To:	Marketing Manager
<b>Job Purpose</b>	
<p>Due to increased demand, the Duke of York's Royal Military School seeks to appoint a proactive Marketing Graduate to join the Marketing and Admissions Team.</p> <p>The successful candidate will support the Marketing Manager in the effective delivery of the Marketing Strategy, ensuring that key goals and objectives are achieved.</p> <p>For candidates interested in contributing to the wider life of the School, there is an opportunity to take on additional boarding responsibilities, including tutor duties and extracurricular activities, for an extra £6,953 per year. Depending on the duties undertaken, free or subsidised on-site accommodation may also be available.</p> <p>The successful candidate will help capture and share out-of-hours content, showcasing the very best of our vibrant 24/7 boarding school community.</p>	
<b>Key Duties and Responsibilities</b>	
<ul style="list-style-type: none"><li>• Assist the Marketing Manager in the delivery of the day-to-day marketing activities, including website content updates, optimisation of targeted campaigns, and content creation.</li><li>• Support in the planning and scheduling of both organic and paid social media activity, in line with the marketing content calendar and social media strategy.</li><li>• Aid with the creation, development and implementation of targeted marketing campaigns, digital content, publications, and events to promote the school.</li><li>• Source and develop high-quality content (written, video, and imagery), ensuring accuracy, consistency, and attention to detail. Producing engaging copy for a variety of marketing channels, including news articles, press releases, social media, and blogs.</li><li>• Ensure all content and marketing materials align with brand guidelines and tone of voice.</li><li>• Liaise with a range of stakeholders, including internal staff, management, external agencies, suppliers, and other stakeholders, as and when required.</li><li>• Identify opportunities for improvement using analytical tools such as Google Analytics and throughout the customer experience through effective engagement strategies, CRM technologies, and personalised marketing techniques.</li><li>• Keep abreast with emerging technologies and initiates which are reshaping marketing, and where appropriate assist with implementation of these into the schools marketing strategy.</li><li>• Support the delivery and monitoring of marketing communications, including email, WhatsApp, and telephone enquiries.</li></ul>	

- Assist in the preparation of reports, statistics, and performance data as required.
- Support the planning, organisation, and delivery of events, including occasional out-of-hours, weekend, overnight, and off-site commitments (e.g. open days, admissions events, and trips).
- The role requires a variable working pattern, including regular evening and weekend content capture to reflect the full life of the boarding school community. Out-of-hours responsibilities are considered an integral part of the role.
- Provide additional support to the wider Marketing and Admissions Team, as and when required.
- Provide cover for colleagues within the wider Marketing and Admissions Team during busy period or absences.

### **Person Specification**

#### **Essential**

- A degree (or working towards) in Marketing, Communications, Digital Media, Business, or a related subject
- Experience using social media platforms (e.g. Instagram, Facebook, TikTok, LinkedIn) in a professional or structured way
- Experience capturing or editing photo and video content, with an emphasis on storytelling
- Experience creating written content, such as blogs, articles, or social posts, with strong written English skills
- Ability to create engaging content tailored to different audiences
- Good organisational and time management skills, with the ability to manage multiple tasks
- Basic IT skills including Microsoft Office (Word, Excel, PowerPoint)
- Ability to work both independently and as part of a team
- Strong interpersonal skills and ability to communicate with a range of stakeholders
- Enthusiastic and proactive, with a creative approach and excellent attention to detail
- Strong sense of responsibility and professionalism, particularly within a school environment
- Ability to take initiative and suggest new ideas
- High level of discretion and respect for confidentiality
- Flexible and adaptable approach to work, including willingness to work evenings and weekends

#### **Desirable**

- Professional marketing certifications (e.g. CIM, Google Digital Garage, HubSpot)
- Training in digital paid ads, social media, or content creation tools
- Experience updating website content (e.g. CMS platforms like WordPress)
- Experience using analytics tools (e.g. Google Analytics, social media insights)
- Knowledge of SEO and website optimisation techniques
- Experience supporting events or promotional activities
- Full UK driving licence

**Health & Safety**

Personally responsible for the health, safety and welfare of all staff and students that may be affected by the postholder's acts and/or omissions.

**Equal Opportunities**

Personally responsible for equal opportunities awareness and ensuring that the postholder is aware of, and carries out, the provisions contained in the Equal Opportunities policy.

**Safeguarding Children**

To be responsible for safeguarding and promoting the welfare of children and young people.

**The post holder must be aware of and comply with all School policies and procedures.**

*The School is committed to safeguarding and promoting the welfare of all our students. You are advised that this post is subject to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020 and therefore this post is subject to an Enhanced Disclosure Application to the Disclosure and Barring Service (DBS).*

*Please be aware that Schools are also required to undertake online recruitment checks on shortlisted candidates under changes to Keeping Children Safe in Education.*