

JOB TITLE: Marketing and Executive Assistant
Salary: £35,324 FTE
Hours: Full-time- i.e., 37 hours per week, 52 weeks a year
Location: Based in Wantage (OX12 9AU) with some scope for working from home
Reporting to: Chief Executive Officer (CEO)

Job purpose

The postholder will work collaboratively in promoting a positive image of the Trust both nationally and within the local communities which ODST serves and will act as an Executive Assistant to the CEO.

Principal Accountabilities

1. Play a leading role in supporting the design, development and implementation of a tangible marketing strategy for the Trust and for each individual school,
2. To provide a confidential, high quality administrative support service to the CEO and central team,
3. Support the wider mission and operations of ODST as a member of the central team.

Key responsibilities

Marketing

- Contribute to, and support the development of the strategy for the marketing of ODST and its member schools,
- Develop ODST's social media presence (and that of our schools as required) across multiple platforms and provide appropriate and relevant content to promote, celebrate and enhance the image of the Trust,
- Guide, model and promote the effective use of social media across ODST schools as needed,
- Assist the preparation of e-publications and produce regular Trust newsletters to market the work of ODST and its member schools (including reporting on events),
- Update and maintain the ODST website and support updates on school websites from a compliance and promotional perspective,
- Assist ODST schools with the design and production of marketing materials,
- Support schools on commonalities such as branding, websites and social media to promote a consistent and positive image of ODST schools,
- Support the planning and execution of marketing and consultation campaigns/ projects, e.g., site changes and admissions processes,
- Work proactively with prospective member schools to support onboarding and marketing,
- Coordinate the organisation, and support the delivery of, ODST events that champion the work that is being undertaken across the schools and Trust,
- Assist the CEO and Executive Team with internal communications – including the preparation of Trust wide communication and the organisation of events such as governor briefings and Headteacher meetings.
- Stay up to date with the latest marketing trends and tools.

Executive Support

- Provide effective professional and administrative support to the CEO,
- Oversee diaries including inbox and calendar entries, at individual and Trust level, identifying first response, prompting actions and setting up meetings,
- Draft correspondence and documentation and carry out research as required,
- Deal with incoming and outgoing enquiries, calls and written and electronic correspondence,
- Build links with a range of agencies e.g. ODBE, DfE, LAs, other diocesan MATs etc,
- Prepare and circulate high quality documentation, such as agendas, papers, minutes and briefing notes as needed.

ODST operations

- Work effectively as part of the central ODST team to regular review and monitor systems and processes of work to support a culture of continuous improvement and best practice,
- Support the Induction of all new central team members,
- Collaborate positively across functional boundaries, e.g., in project work,
- Support the delivery of events arranged by the MAT,
- Support the wider team in ensuring central compliance with all regulatory frameworks- e.g., safeguarding training,
- Support member and prospective schools with general operational queries,
- Represent ODST externally as appropriate- e.g. focus groups, meetings etc.

PERSON SPECIFICATION

Qualifications and Experience

Essential:

- Previous office experience,
- Educated to Level 3 or above- e.g., A levels, BTEC, NVQ,
- Strong working knowledge of Microsoft Office and programmes such as InDesign, Illustrator, Photoshop or Canva,
- Good working knowledge of platforms including Twitter, LinkedIn and the use of a website content management system (CMS).

Desirable:

- Experience of working within a marketing, events, sales or PR environment,
- Good working knowledge of WordPress, Eventbrite and MailChimp,
- Experience and knowledge of the education sector.

Skills

Essential:

- Strong communication and presentation skills, written and verbal,
- Ability to write for a range of platforms and purposes,
- Good administrative and IT skills (including Microsoft Outlook, Word, Excel and PowerPoint),
- Able to work independently and as part of a team,
- Well organised and able to prioritise tasks,
- Driving licence and access to vehicle.

Desirable:

- Previous marketing communications or events experience,
- Experience of web updating using a content management system,
- Familiarity with marketing applications of social media,
- An understanding of digital image formats.

Personal Qualities

Essential:

- A self-starter, driven by achieving results,
- Strong ability to multi-task,
- Can demonstrate attention to detail with a high level of accuracy,
- Proactive in pursuit of work to its completion,
- Able to deal with matters sensitively and confidentially as appropriate,
- Flexible in approach to work- e.g., able to travel to schools where required and support occasional evening meetings.