



Queen's College, London

Established 1848

Digital Marketing Officer

Reporting to the Director of Marketing, Admissions and Development

The Role

As a creative and dynamic Content Creator, you will be responsible for the creation and distribution of content across all QCPS and QCL channels. You will be responsible for producing engaging and high-quality content that promotes the school's values, achievements and events. The content will fit within a wider marketing and branding strategy led by the Director of MAD.

This role requires a strong understanding of digital marketing, excellent written/presentation skills and a strong knowledge and flair for photography and videography.

Key Responsibilities

- **Content Creation:** Develop and produce a variety of engaging content for QCPS and QCL social media channels to include blog posts, social media updates, newsletters, videos, and promotional materials.
- **Social Media Management:** Manage and grow the school's social media presence across platforms such as Facebook, Instagram, YouTube and LinkedIn.
- **Website Maintenance:** Update and maintain the school websites with fresh content, ensuring they are visually appealing and user-friendly with an effective and well tracked user journey.
- **Events:** Attend school events, trips and activities to capture photos, videos, and stories for promotional use.
- **Brand Consistency:** Ensure all content aligns with the school's brand guidelines and messaging.
- **Data and Analytics:** Monitor and analyse content performance using tools like Google Analytics and social media insights to optimise future content. Access and utilise data on key metrics and trends related to independent schools, parents, prospective parents and alumni.
- **Collaboration:** Work closely with the Director of MAD, as well as other departments, to gather information and create content that supports the school's goals.
- **SEO Optimisation:** Implement SEO best practices to improve the visibility of the school's online content.

- Content Calendar: Develop and manage a clear, coherent and live content calendar to ensure timely and consistent delivery of content across key dates in the academic year.
- Competitor analysis: Review what our competitors are doing in the digital advertising landscape and ensure we are competing effectively.
- Marketing and Admissions support: As part of a small team, you will also be involved with key events such as open days, supporting admissions, development and other MAD activity.

Person Specification

The successful candidate is highly likely to have the following skills and experience:

- Proven experience in content creation, digital marketing, or a similar role with a track record of managing successful campaigns from design to completion. An understanding of education and schools is helpful but not critical.
- Exceptional writing and editing skills with a keen eye for detail.
- Proficiency in content management systems (CMS), social media platforms, and graphic design software.
- Proficient knowledge and experience in photography and videography, including editing.
- Proficient knowledge and experience in recording and editing podcasts.
- Understanding of SEO principles and best practices.
- Ability to analyse GA4 data and generate insights to improve content strategy.
- Strong creative thinking and problem-solving skills.
- Ability to identify content opportunities in a busy school environment.
- Excellent interpersonal and communication skills.
- Ability to manage multiple projects and meet deadlines.
- Collaborative mindset with the ability to work effectively in a team environment.

All staff are expected to:

- Be aware of and committed to the ethos and values of Queen's.
- Take an active role in the development and implementation of school policies and in the whole life of the school.
- Ensure that there are equal opportunities for all.
- Adhere to school policies and procedures.
- Be fully committed to safeguarding and promoting the welfare of children and young people.

This job description outlines the responsibilities and qualifications required for the position of Digital Marketing Officer. It may be subject to changes as the needs of the school evolve.

Terms and Conditions

- Permanent position
- Flexible or hybrid working will be considered (full time or part time and/or term time only plus)
- Start date: As soon as possible
- The salary for this role is £35,000 - £45,000 per annum (FTE) dependent on qualifications, skills and experience
- Normal working hours: 0830 to 1700, Monday to Friday
- Free lunch in the Dining Hall during term time
- Defined contribution pension scheme (up to 10% employer contribution)
- Wellness Allowance
- Cycle to Work Scheme
- Employee Assistance Programme

Queen's College, London is committed to safeguarding and promoting the welfare of children; applicants must be willing to undergo the requisite pre-employment procedures, including checks with past employers and the Disclosure and Barring Service.

During the shortlisting process, Queen's College, London will consider carrying out an online search on shortlisted candidates as part of its due diligence.

This post is 'exempt' from the Rehabilitation of Offenders Act 1974; all shortlisted applicants will be required to declare:

- *All unspent conditional cautions or convictions under the Rehabilitation of Offenders Act 1974*
- *All spent adult cautions (simple or conditional) or spent convictions that are not protected as defined by the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (Amendment) (England and Wales) Order 2020*

The amendments to the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (2013 and 2020) provides that when applying for certain jobs and activities, certain convictions and cautions are considered 'protected'. This means that they do not need to be disclosed to employers, and if they are disclosed, employers cannot take them into account. Further guidance on disclosure can be found [HERE](#).

Queen's College, London recognises the positive value of diversity, promotes equality and challenges discrimination. We welcome applications from people of all backgrounds.