

## JOB DESCRIPTION

Employment Details	
Job Title	<b>Marketing Officer</b>
Reports to	<b>Marketing &amp; Admissions Manager</b> (Based in CEN with travel between Schools)
Salary Band	TWHF NJC L

### Safeguarding Commitment:

The White Horse Federation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. We therefore expect all staff and volunteers to work to and within school policies and procedures, including safeguarding, child protection and health and safety.

This post is subject to satisfactory references which will be requested prior to interview, an enhanced Disclosure and Barring Service (DBS) check, medical clearance, evidence of qualifications and verification of the right to work in the UK.

Purpose of the Role
<ul style="list-style-type: none"> <li>The Trust is seeking an organised, creative, and proactive Marketing Officer to support trust-wide marketing, admissions, and communication activity. Reporting to the Marketing &amp; Admissions Manager, the post holder will be responsible for producing high-quality Marketing content that promotes the Trust's values, engages stakeholders, and supports pupil recruitment.</li> <li>This role will involve social media management, photography, graphic design, and digital content creation to ensure a strong and engaging brand presence across all platforms.</li> </ul>

Responsibilities
<p><b>Marketing Campaigns &amp; Admissions Support</b></p> <ul style="list-style-type: none"> <li>Support the planning and delivery of trust-wide and school-level marketing campaigns.</li> <li>Assist with admissions communications, including key deadlines, open events, prospectus material and parent information.</li> <li>Coordinate marketing activity with schools to ensure consistent messaging and timely execution.</li> </ul> <p><b>Digital Marketing &amp; Social Media</b></p> <ul style="list-style-type: none"> <li>Produce engaging written and digital content for websites, newsletters, and social media platforms.</li> <li>Support day-to-day management of trust social media channels, ensuring posts are accurate, timely, and aligned with strategic priorities and through the ticketed Service desk.</li> <li>Optimise content for accessibility, reach, and engagement.</li> <li>Maintain and update web content across trust and school sites in line with branding and compliance guidelines.</li> <li>Social media monitoring (when required) and conducting web audits for Web compliance.</li> </ul> <p><b>Content Creation &amp; Communication</b></p> <ul style="list-style-type: none"> <li>Draft internal and external communications including web articles, announcements, and stakeholder updates.</li> <li>Create marketing assets such as graphics, flyers, and promotional materials (using templates and brand-approved tools such as Canva).</li> <li>Support the development of prospectuses, brochures, banners, and wider marketing collateral.</li> <li>Liaise with staff, and stakeholders to gather stories, case studies, and content opportunities.</li> <li>Manage marketing requests through a ticketed service desk.</li> </ul>

### **Brand & Reputation Management**

- Ensure consistent use of The White Horse Federation's branding across all schools.
- Support schools in applying brand guidelines and producing high-quality marketing materials.
- Help manage the quality and accuracy of all published content, safeguarding the Trust's reputation.
- Ensure all communications follow safeguarding, GDPR and privacy requirements, especially regarding imagery and consent.

### **Events & Community Engagement**

- Assist with planning and promoting events such as open days, celebrations, recruitment fairs, and community activities.
- Attend events to support marketing needs such as photography, gathering content, distributing materials, or assisting with set-up.
- Strengthen positive relationships with parents, carers, community partners, and local organisations.

### **Market Research & Insight**

- Monitor competitor activity across local education providers.
- Research marketing trends within the education sector.
- Use analytics tools to assess digital engagement and inform future strategy.
- Provide insights and recommendations to enhance marketing effectiveness.

### **Additional Information**

- Some evening work may be required for events.
- Travel between schools within the Trust will be necessary.
- This is an exciting opportunity for a motivated marketing professional to support impactful communication and strengthen the Trust's visibility and engagement.

### **Additional Duties and Responsibilities**

The principal responsibilities and tasks as set out above are not intended to be exhaustive. The need for flexibility, accountability and team working is required. The post holder is expected to carry out any other related duties that are within the employee's skills and abilities, commensurate with the post's grade and whenever reasonably instructed.

The post holder will respect the need for confidentiality at all times while performing this role.

The post holder must at all times carry out their responsibilities with due regard to Trust policy and arrangements for Health and Safety at Work.

All staff within The White Horse Federation will be expected to accept reasonable flexibility in working arrangements and the allocation of duties to reflect the changing roles and responsibilities.

### **Safe Working Practices with Children**

It is the responsibility of each employee to carry out their duties in line with The White Horse Federation's ethos and culture of safe working practices for adults working with children and be sensitive and caring to the needs of the disadvantaged, promoting a positive approach to a harmonious working environment. Each employee should act as an exemplar on these issues and must, where appropriate, identify and monitor training for themselves and any employees they are responsible for.

### General Data Protection Regulations

The post holder is required to comply with GDPR regulations and to maintain awareness of Trust policies and procedures in this area. Attention is specifically drawn to the need for confidentiality in handling personal data and the implications of unauthorised disclosure.

### Equality and Diversity

There is a requirement for the post holder to promote the equality and diversity agenda within their own role and areas of responsibility and across the department. In fulfilling the requirements set out in this job description, the post holder will apply The White Horse Federation's commitment to equality by treating all employees fairly and without discrimination.

*This job description sets out the duties of the post at the time when it was drawn up. Such duties may vary from time to time without changing the general character of the duties or level of responsibility entailed. Such variations are a common occurrence and cannot in themselves justify a reconsideration of the grading of the post. The job description will be reviewed regularly to ensure that it relates to the role being performed and to incorporate reasonable changes that have occurred over time or are being processed. Any review will be carried out in consultation with the post holder before any changes are implemented.*

<b>Developed by:</b>		<b>Issue Date:</b>	
<b>Post Holder signature:</b>		<b>Signature Date:</b>	

## PERSON SPECIFICATION

### Qualifications and Training

Essential	Desirable
<ul style="list-style-type: none"> <li>GCSE (Grade C and above) in English &amp; Maths (or equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>A levels</li> <li>Evidence of further CPD</li> <li>Relevant degree or equivalent qualification / experience in marketing.</li> </ul>

### Skills and Experience

Essential	Desirable
<ul style="list-style-type: none"> <li>Experience in marketing, communications, or a related field.</li> <li>Strong written communication skills with the ability to create engaging content for varied audiences.</li> <li>Ability to manage multiple tasks and work to tight deadlines.</li> <li>Excellent attention to detail and organisation skills.</li> <li>Strong interpersonal and collaboration skills.</li> </ul>	<ul style="list-style-type: none"> <li>Experience in the education sector or a public-facing organisation.</li> </ul>

### Specialist Knowledge

Essential	Desirable
<ul style="list-style-type: none"> <li>Understanding of digital marketing and social media best practices.</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Experience using Canva, Adobe Creative Suite, or similar creative tools.</li> <li>Familiarity with CMS systems, social media management tools, and scheduling platforms.</li> <li>Understanding of accessibility standards and inclusive communication.</li> <li>Basic understanding of analytics tools such as Meta Insights or Google Analytics.</li> </ul>

### Personal Traits

#### The successful candidate will:

- Appreciate the differences between people regardless of ability or background and treat peoples' values, beliefs, cultures and lifestyles with respect and dignity at all times.
- Understand the boundaries of appropriate behavior when working with children and young people and always act in a way that respects these boundaries.
- Understand the principles of confidentiality and adhere to them in respect to the information available within the workplace.
- Have values that align with the ethos and culture of The White Horse Federation.