MARKETING, DIGITAL AND EVENTS ASSISTANT

JOB DESCRIPTION

Reports to: Director of Marketing and Communications

ABOUT JOHN LYON

John Lyon is an academically selective independent day school, based in Harrow-on-the-Hill in North West London. Having educated boys from Harrow and surrounding areas since 1876, John Lyon is entering its third year of coeducation, having welcomed its first girls as pupils in September 2021. The School has also moved from being a senior school to an all through 3-18 school with nursery, thanks to a 2020 coming together with Quainton Hall School in central Harrow.

Academic excellence is at the very heart of what pupils who study here seek to achieve. Pupils' academic standards and personal development were both rated the highest possible 'excellent' in our recent school inspection.

John Lyon pupils also gain from their time outside the classroom. The School has a strong reputation for opportunities and success in Music, Art, Drama and Sport. Add to this an exciting Co-Curricular Programme focusing on a sense of community, achievement and wellbeing, a range of more than 100 extra-curricular activities, and pastoral care that is second to none, a John Lyon education is designed to nurture high-achieving and happy children.

The John Lyon School campus is spread across six buildings at the senior school, the Prep School site, and a 25-acre mixed sporting facility in Harrow-on-the-Hill. As part of John Lyon's Foundation, we have a clear set of values that are vital to our community. These values shape who we are, what we do and how we do it.

AMBITION

EXCELLENCE

INNOVATION

RESOLVE

HERITAGE

COMMUNITY

CREATIVITY

ENQUIRY

THE DEPARTMENT

The John Lyon Marketing and Communications Department oversees the full range of external and internal relations at the School, including for Quainton Hall now established as John Lyon Prep School. This includes multi-channel marketing and admissions advertising as well as maintaining the School's website, social media channels and publications, as well as looking after the School's brand.

RESPONSIBILITIES

- **Website Management**
  - Support the day-to-day running of the School's intranet site, liaising across the School to:
    - Develop and improve the use of the Intranet (both Staff Hub and Pupil Portal) for the provision of internal communications and for information sharing.
    - This will include, for example, replicating information feeds between the TV screens around the School sites and the intranet 'scrolling news'; the School and Assembly calendars etc).
    - Help provide and signpost support for staff to make best use of the Intranet, including the sharing of documents safely and securely, liaising with the Head of Digital Learning.
  - Own the day-to-day running of the School's websites (Senior, Prep and Alumni), making amendments to content including staff updates, policy updates, vacancy updates and general website administration and upkeep.
  - Support the planning for a redevelopment of the School's websites into an updated single site.

- **Social Media Management**
  - Work with the wider Marketing and Communications team to plan, schedule and deliver social media content across the School's various sites.
  - Work with the Admissions and Marketing and Communications teams using our social media client, whilst also considering additional and alternative tools and avenues for the School to adopt.
  - Work with the wider Marketing and Communications team to develop digital ad campaigns, creating bespoke content and getting involved with exciting ad projects at other levels.

- **Event Planning and Management**
  - This role will support Admissions; Music, Drama and Sports; Old Lyonian alumni; Careers; Blackwell Enterprise charity; and key School events like Speech Day and Founder's Day.
  - Support staff across the School (including Heads of Department, as well as the Admissions and Alumni teams) to plan and deliver successful events, in particular:
    - Providing a coordination function to ensure that all aspects (security, access, catering, transport, photography, pre- and post-event publicity) are considered in a timely manner;
    - Supporting the design and production of adverts and publications for events, working with internal and external suppliers;
    - Eventbrite administration for booking of events; and
    - Supporting the smooth running of events on the day.

- **Other Marketing Tasks**
  - Act as a 'brand guardian' to ensure that the John Lyon branding and logo is applied correctly across all works.
  - Take photographs at key events, including guest speaker visits, sports fixtures, concerts and plays, and then edit and shortlist photographs (and video) for promotion purposes
  - Work with the wider team to manage an easy-to-navigate media stock gallery (photos and videos), sharing relevant stakeholders as appropriate, such as support staff and teachers.
  - Identify opportunities for news items for publication across school channels, including the termly magazine and website.
  - Publication uploading and stacking on Issuu platform, in conjunction with the Marketing and Communications team.
  - Recruitment candidate pack development, uploading and removals, in conjunction with the HR team and the employing department.
  - Liaise with AV team to generate and use clippings of events in digital promotion.
  - Seek new opportunities to improve efficiency and quality of department's output, such as AI platforms like Opus Clip, ChatGPT, Adobe Firefly etc.
  - Ensure professional standards and best practice act as key drivers within a culture of continuous service improvement.

It should be noted that a job description is not an exhaustive list of activities, and employees may be asked to carry out other duties commensurate with the grade of the post. The job description may also be amended to take account of changed circumstances, and employees will be consulted if this is necessary.

PERSON SPECIFICATION

In making an appointment at John Lyon we look for the person who, during the selection process, best demonstrates their skills and abilities as follows:

	ESSENTIAL	DESIRABLE
KNOWLEDGE		
Working knowledge of website content management systems and website analytics software	X	
Working knowledge of MS Sharepoint and Intranet management		X
Working knowledge of graphics editing software such as InDesign, Photoshop, Acrobat Pro and Adobe Creative Cloud		X
Completion of a relevant degree or certificate in marketing, advertising, communications, public relations, creative writing, Graphic Design, Digital Marketing or similar	X	
SKILLS & EXPERIENCE		
Experience in designing brochures, magazines, posters and other artwork for a busy organisation	X	
Strong written skills and accurate proofreading, with eye for detail	X	
Understanding of social media, ideally through experience of managing/contributing to a corporate social media presence	X	
Experience writing content for online or printed publications		X
Experience in digital marketing campaigns, social media management and online advertising.		X
Experience planning, organising and delivering high-quality events.	X	
Experience in data analysis and software reporting tools		X
Previous work in a marketing /communications department		X
Experience taking/editing photographs and video content		X
Excellent IT Skills especially in Microsoft programmes	X	
Good interpersonal and communication skills	X	
Ability to prioritise work and meet targets and deadlines	X	
Ability to work on own initiative with a proactive approach	X	
Enthusiastic and self-motivated with ability to problem solve	X	
Ability to work effectively in a team and independently	X	
Strong relationship management skills with the ability to deal with people at all levels confidently, sensitively and diplomatically	X	
Previous experience of working in a school environment		X

All staff at the School have responsibility for promoting and safeguarding the welfare of children and young persons for whom they are responsible, or with whom they come into contact, and to adhere to and ensure compliance with the School's Safeguarding Policies at all times.