



St David's College
— Est. 1965 —

Internal Marketing and Admissions Assistant

The duties outlined in this job description are in addition to those specified in the contract. They are not meant to be exhaustive and it is expected that the role will be undertaken in a spirit of cooperation and a willingness to be flexible in order to meet the needs of the pupils and St David's College.

This job description may be modified by the Headmaster, with your agreement, to reflect or anticipate significant changes in the job, commensurate with the salary and job title.

Department: Admissions and Marketing

Reports To: Registrar and Marketing Manager

Job Summary:

The Internal Marketing and Admissions Assistant plays a key role within the Admissions and Marketing Team, supporting the school's recruitment and admissions processes, assisting at events and taking on specific clerical responsibilities related to student admissions. The post-holder will also be responsible for supporting the daily, internal content and resource needs of the school. This role requires the seamless execution of a wide variety of tasks, from making website updates to producing internal publications and resources to aid the smooth running of the school, and to support the school's internal communication efforts. The focus is on ensuring a high standard of admissions administrative support and to ensure that the internal face of the school is consistent with its overall brand and values, enhancing the experience for pupils, staff, and visitors.

The responsibilities of the role will be evenly weighted between admissions and internal marketing, though at key times it may be more heavily weighted towards one or the other.

St David's College, Gloddaeth Hall, Llandudno, LL30 1RD

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St David's College Trust. Reg. Charity No. 1075705 and Ltd. Company No. 1351369. Registered office at the above address.



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Key Responsibilities:

- **Admissions & Recruitment Support:**

- Assist the Registrar and Marketing and Admissions Coordinator with the admissions process by handling clerical work such as maintaining records, sending out information packs, and updating admissions databases.
- Support the planning and execution of internal recruitment events, such as open days, pupil assessments, and school tours, including event logistics and marketing support.

- **Website Administration:**

- Execute minor changes to the school's website, including updating content and ensuring the information is accurate and timely.

- **Design & Print Management:**

- Design and produce internal publicity materials and resources, such as event programmes (e.g., for sports day), posters, banners, and signage.
- Liaise with external printers and suppliers to ensure timely delivery of printed materials when required.

- **Event Coverage & Content Creation:**

- Support in attending internal school events (e.g., sports matches, open days, performances) to support in obtaining high-quality photos and videos for use on social media and internal communications.
- Support in creating and editing media content in liaison with the Marketing and Admissions Coordinator for publishing on/in various platforms/publications, ensuring all materials align with the school's branding guidelines.

- **Publications:**

- Support the creation and production of key internal publications, including the school prospectus, pupil handbooks, and event programmes.
- Work closely with staff to gather content, manage timelines, and oversee the design and distribution process.

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- **Internal Branding & Displays:**
 - Develop and maintain internal marketing materials to enhance the appearance of school corridors, common areas, and noticeboards, creating a visually engaging environment that reflects the school's culture and values.
- **Stakeholder Support:**
 - Act as the first point of contact for internal marketing requests from teachers and staff, ensuring a responsive and supportive approach to meeting their needs.
 - Coordinate the scheduling and prioritisation of tasks to manage workload effectively and ensure deadlines are met.
- **General Marketing and Admissions Support:**
 - Assist the Registrar and the Marketing Manager with other tasks as required.

Qualifications & Skills:

- **Education & Experience:**
 - A qualification in marketing, communications, graphic design or a related field (or equivalent demonstrable experience).
 - Experience in a similar marketing, design, communications or administrative role, ideally within an educational environment.
- **Skills:**
 - Working knowledge of graphic design software (e.g. Adobe Creative Suite) and an understanding of design principles.
 - Basic website content management experience (e.g. CraftCMS).
 - Excellent verbal and written communication skills, with a keen eye for detail and accuracy.
 - Strong organisational and project management skills, able to juggle multiple tasks and work to tight deadlines.
 - Photography and videography skills, including video and picture editing for social media and internal use.
 - Ability to work collaboratively and independently, with a customer-service mindset when supporting internal staff.

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- Competence in clerical work, such as record-keeping, data entry, and managing communication tasks related to admissions.
- Proficiency in a second language is desirable but not essential as the role may also support international admissions.

Key Attributes:

- Highly organised and able to manage multiple projects with competing priorities.
- Creative and adaptable, with a proactive approach to problem-solving.
- A team player who is comfortable liaising with various internal stakeholders.
- Passionate about education and committed to upholding the school's values and ethos through high-quality marketing materials.
- Willingness to assist in recruitment and admissions efforts, contributing to the school's growth and success.

This job description outlines the core responsibilities and skills needed for the role but is adaptable depending on the specific needs of the school. The Internal Marketing and Admissions Assistant must be proactive, creative, and highly organised, handling the fast-paced demands of a busy school environment while maintaining high standards of quality and professionalism.

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