



WELLINGTON
COLLEGE
INDIA

Digital and Web Content Officer – July 2022

Location: Pune

The Role

To work within marketing and admissions, producing high quality campaign elements, content, marketing and publicity materials for Wellington College International Pune. The post involves working within a team and will be reporting to the Director Admissions & Marketing (DA&M). The role involves copywriting, digital platforms, social media, email marketing, ERP management, website management and design and production of marketing materials for both print and digital channels.

Key Duties and Responsibilities

1. Provide marketing services to Wellington College International Pune.
2. Develop and implements the school's digital mix content plan in line with the school's marketing content strategy
3. Maintains and updates the website content management system (CMS)
4. Maintains the school's social media channels and content
5. Develops, delivers and monitors paid for (advertising) digital campaigns
6. Manages and updates the on-campus digital screen content
7. To contribute and support marketing campaigns with particular focus on digital.
8. Lead on the running of the school's social media
9. To undertake updates to the website using the content management system and basic website design techniques
10. To create engaging content for the school's social media platforms and website including photography and videography.
11. To design and create professional print and digital promotional materials e.g. posters and social media content using Adobe Creative Suite (Photoshop, InDesign, Premiere Pro)
12. Serve as an in-house photographer and videographer, routinely taking photos and videos of college activities, students and staff. Use video editing software to produce engaging content.
13. To assist with the college's email marketing activity.
14. To liaise and work with college suppliers including printers, designers and external agencies as necessary.
15. To prepare copy for a range of marketing materials aimed at a variety of audiences.

16. Develop creative ideas and concepts in line with best practice and innovation whilst considering cost effectiveness.
17. To prepare reports to feedback and evaluate digital marketing activity.
18. Manage the school CRM / ERP in terms of entering the correct data and liaise with the respective service provider
19. Work and support marketing and school events as required.
20. To carry out general administration for the department as and when required
21. Manage multiple tasks and effectively time managing projects in regard to workload priorities.
22. Work to tight deadlines by managing time effectively.
23. Work flexibly and support the work of the marketing team as required while ensuring that the core duties as outlined above are maintained.
24. Undertake relevant staff development as and when required.

Other Responsibilities

1. Reflect the vision, mission, aims and values of the school.
2. Always strive for continuous improvement in your professional practice and delivery of outcomes.
3. Commit to the safeguarding and promotion of the welfare of children, young people and vulnerable adults.
4. Participate in the School's Performance Development Review and engage in continuous professional development.
5. Support enrolment procedures as appropriate and cover for absent colleagues as appropriate.
6. Be compliant with Data Protection Act arrangements and confidentiality.
7. Identify the financial, health and safety, equality, safeguarding, confidentiality or other risks associated with the post's sphere of responsibility and to define and take positive action to manage these risks.
8. Carry out such other duties as may reasonably be required from time to time.

Health & Safety

1. Read and follow closely school security, health and safety policies and procedures, to contribute towards the safety of all members of the school community at all times.
2. To read, know and act upon all policies regarding the safeguarding and protection of children.

Wider School Contribution

1. Support as required the ethos and philosophy of the school.
2. Read and fully comply with all school policies.
3. Share expertise, experience and resources with colleagues.
4. Work as a contributing member of the team by attending and participating in meetings and discussions as needed.
5. Contribute to the school's website, social media and publications as requested.
6. Organize when required, and take part in school events, meetings and activities, which may take place outside normal school hours.
7. To set an example to pupils, parents and colleagues in work ethic, conduct, dress code, punctuality and attendance.

How to Apply

Please submit your resume along with a cover letter addressed to The Master, Wellington College International, Pune at talent@wellingtoncollege.in, mentioning "Application for Digital & Web Content Officer" in the subject line. Also share details of three references, one of whom must be the current employer.

Safer Recruitment Policy

"Aligned with the recommendations of the International Task Force on Child Protection, we hold ourselves to a high standard of effective recruiting practices with specific attention to child protection." ITFCP Statement of Commitment

Please note this position is subject to an enhanced Criminal Records Bureau Disclosure. Wellington College International Pune is committed to equality and diversity. The College is committed to safeguarding and promoting the welfare of children, young people and adults and expects all staff and volunteers to share this commitment. All applicants must be willing to undergo child protection screening, including checks with past employers and Disclosure and Barring Service checks.

Reference

Please note that we will wish to contact the referees of all shortlisted candidates; if you have a specific preference that we should not contact someone immediately, please indicate this in your application.