



# TRENT COLLEGE

## CANDIDATE INFORMATION



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## Welcome

Trent College is an independent co-educational boarding and day school, located in Long Eaton, Nottinghamshire. Founded in 1868, we have been providing a first-class education for over 150 years.

Set in a beautiful 45-acre campus we enjoy state-of-the-art facilities, including modern classrooms, sports facilities, and boarding houses. With traditional foundations and a modern outlook, Trent College is renowned for providing an excellent education for its 1,200 pupils.

The Elms is our Nursery and Junior School which provides a stimulating and nurturing environment to our youngest children, aged 6 weeks to 11 years. The two schools work closely together and share the same vision, aims and ethos. Together, we give the highest priority to the quality of our academic provision. Alongside a strong focus on sports, music, drama and a wide range of co-curricular activities to develop our pupils' character and resilience, to prepare them for the modern world.

Rated 'Excellent' across the whole school by the Independent Schools Inspectorate in 2021, Trent College has a strong academic record, with a high percentage of students achieving top grades in their examinations and going on to study at some of the best universities in the UK and abroad.

We have highly qualified and experienced teaching staff who are committed to providing an excellent standard of education. We also have a large population of support staff, ensuring that our friendly school and beautiful campus operate to the very highest standards.



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## Our Location

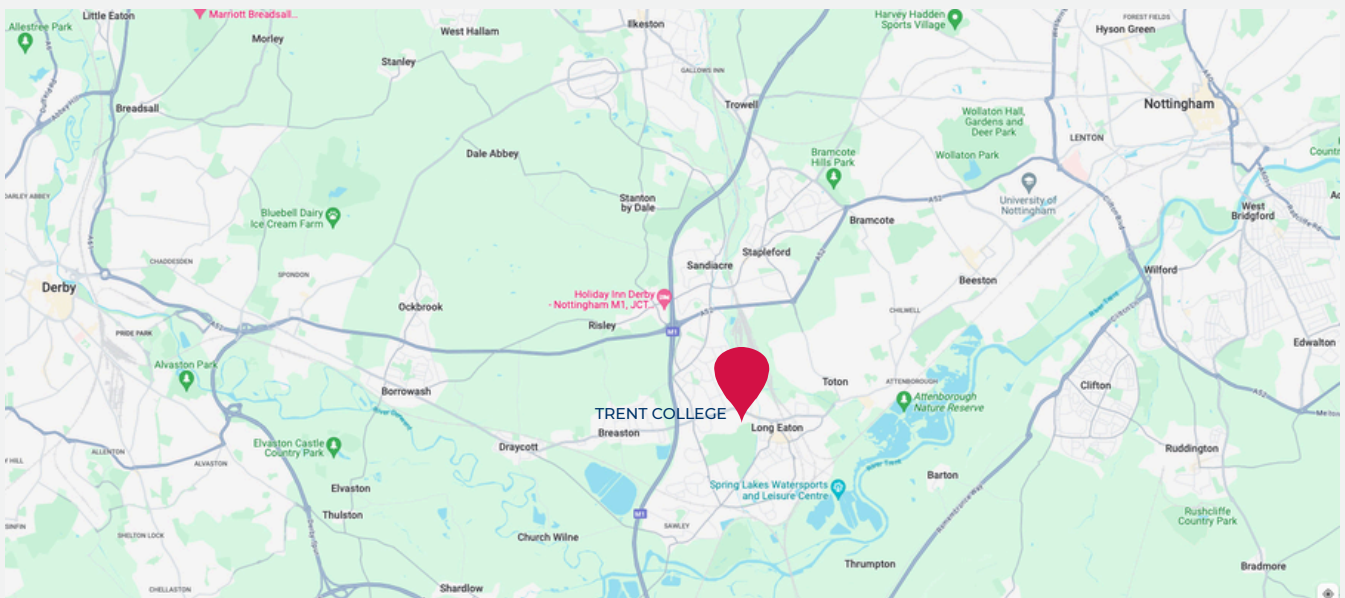
Trent College and The Elms are conveniently situated on the border of Nottinghamshire and Derbyshire.

Ideally located at the heart of the UK's motorway system, we are only 2 miles from junction 25 of the M1, which provides easy access to the M42 and A1.

Reaching Trent College by rail couldn't be easier. Long Eaton boasts its own train station, located 1.5 miles from the schools. Rail routes through Long Eaton run along the Midlands Main Line route, with direct routes to London, Loughborough, Leicester, Birmingham, Nottingham, Derby, Chesterfield and Sheffield.

## Our Local Community

Working in partnership and serving the community are natural and very important values at Trent College and The Elms. We work with many local schools in Long Eaton and the wider Erewash borough to increase opportunities and aspirations, and to share the school's excellent grounds, facilities and specialist staff.



# Assistant Marketing Manager (Maternity Cover)

## Job Description

The Assistant Marketing Manager will work closely with the Head of Marketing on the school's range of strategic marketing including the website, digital marketing, content marketing, social media and key campaigns.

The role will assist the Head of Marketing in the effective running of the team and delivering the department's key objectives: increasing brand awareness; driving enquiries from prospective families and supporting conversion to meet pupil targets.

### Strategic and management

- Assist the Head of Marketing in creating and delivering the school's **Marketing strategy** including the Digital Marketing strategy and the Social Media Content strategy.
- Carry out **research and analysis** of performance metrics, marketing data, trends and competitors.

### Website

- **Management of the school's website** including creating and managing content, ongoing maintenance and assessment of user behaviour.
- **Audit the website.** Liaise with departments, conduct market research and competitor analysis to identify trends and opportunities.
- **Continuous development** of professional knowledge surrounding the digital landscape and translating this into relevant, actionable insights.

### Digital Marketing

- Support **paid-for digital advertising campaigns** on Facebook, LinkedIn and Google Ads, including design brief, copy creation, landing page creation, performance reviews and edits.
- Track, **monitor and evaluate** digital marketing activity and campaigns. Regular reporting and analytics on impact and ROI.
- Support the use of the **CRM (HubSpot)** including targeted digital communications to the database.

### Content Marketing

- Identify, research and write content for social media posts, blogs, digital newsletters, website, print editorials, awards submissions and case studies using appropriate style and tone.
- Create basic infographics, photography and short form video.

### Social Media

- Create and deliver the Social Media Content plan, planning a timely and relevant programme of social media posts that reflect the school's key messaging and busy calendar.
- Write social media posts, take photographs, create short videos, create simple graphics.
- Write effective **social media posts**, post and schedule, monitor and respond to comments, identify opportunities to repurpose content across channels.

### **Campaigns**

- Creating integrated campaigns such as the bi-annual Open Morning. Write copy, plan visuals, liaise with the Graphic Designer and internal departments such as Admissions, report on performance and provide data insights.

### **Other duties**

- Work closely with the Head of Marketing, the marketing team and other departments to create effective communications that consistently and clearly articulate our strategy and benefits.
- Contribute to or lead on monthly meetings.
- Adhere to brand guidelines and style guide and ensure all content aligns with our values and objectives.
- Any other reasonable Marketing duties required by the Head of Marketing, the Bursar or the Head.

## **Person Specification**

The Assistant Marketing Manager will be confident and creative, organised with a good eye for detail and a clear sense of strategy. Comfortable working as part of a busy department and talking to a wide range of people, it is essential that the successful candidate is a real team player and can drive projects to successful completion.

### **Experience & knowledge**

#### **Essential**

- Minimum of 3 years' experience in a similar role.
- Track record of producing a wide variety of strategic and engaging marketing content including campaigns and social media production.
- Experience of digital media including photography and short form video.
- Proficiency in range of computer packages and programmes including Microsoft Office 365, Sharepoint, Mail Chimp (or similar email software).

#### **Preferred**

- Experience in the Independent school sector.
- Degree in relevant subject.
- Experience with Canva, WordPress, HubSpot, Hootsuite, InDesign.
- Experience of digital advertising.

#### **Skills**

- Excellent written and verbal communications.
- Strong time management skills.
- Highly organised with attention to detail.
- Excellent interpersonal skills.

#### **Personal attributes**

- Confident and outgoing.
- Strong team player.
- Professional appearance and manner.
- Able to work independently and as part of a team.



## Terms and Benefits

- Salary guide £25,000 to £30,000 FTE but will be considered in light of experience
- 25 -37.5 hours per week - it is essential that working hours are in the office during school term time, with some flexibility around working hours and hybrid working during the school holidays.
- 6–8-month temporary Maternity cover contract (ideally starting in April) - potential to extend for the right candidate.
- Staff can enjoy free lunches in the Obolensky Dining Hall during term time.
- Free car parking is available on site and staff have access to a cycle to work scheme.
- Staff are able to make free use of the school gym, swimming pool and leisure facilities at designated staff times.
- A flexible retirement plan run by TPT Solutions (formerly The Pensions Trust), including death in service benefit.
- Enhanced sick pay is available to all staff, and enhanced family benefits such as maternity pay.
- Staff are eligible for fee remission for children attending the school, in line with our policy.
- We provide a range of benefits to support staff including counselling, an employee assistance programme, 24/7 online GP consultations and dentist consultations.



## Making an application

Candidates who wish to apply for this post should download an application form from our website and email it to [recruitment@trentcollege.net](mailto:recruitment@trentcollege.net). Please also attach a covering letter addressed to Rachael Taylor-Reay, Head of Marketing.

The closing date for applications is **14<sup>th</sup> February 2025 at 12 noon.**

If you have any questions please email [recruitment@trentcollege.net](mailto:recruitment@trentcollege.net) or telephone 0115 849 49 49 during term time.

*Under current legislation, we are required to advise applicants that this appointment will be subject to a satisfactory Enhanced Disclosure with the Disclosure & Barring Service. Details of any criminal record (spent or unspent, due to exemption from the Rehabilitation of Offenders Act 1974) must be disclosed at interview. Only relevant convictions and other information will be taken into account so disclosure need not necessarily be a bar to obtaining a position at Trent College.*