**DIGITAL MARKETING OFFICER**

Royal High School Bath is a leading independent girls' day and boarding school, and part of the GDST network of schools. We are looking for a unique individual with creativity in spades, and a nose for digital and analytics - your drive and energy will see you play a key role in the implementation of our School’s digital marketing strategy.

This is a key role, and crucial to the successful recruitment of students at Royal High School Bath. The postholder should be a motivated self-starter able to initiate projects and ideas and will report to the Director of Marketing and Admissions.

With proven experience in digital marketing, you will be adept at creating engaging content and developing digital campaigns. You will be a confident writer and communicator, able to quickly turnaround stories and ideas to communicate the School’s vision. You will be responsible for ensuring the consistent presentation of the Royal High School brand across all our digital communication channels including email, website and social media platforms. You will manage updates and developments of the website.

The role will cover all areas of the School from Nursery to Sixth Form. Responsibilities will include planning, creating and managing all content for distribution across our digital and social media channels, planning and executing paid online marketing campaigns and delivering online events to support the development of the School’s profile and to increase recruitment.

This is a full time, permanent position, starting as soon as possible. The core hours of work are 8.30am-4.30pm, although there will be a requirement to attend key School events and Open Days which will require some evening and weekend working hours.

To apply complete application form and send a brief video of no more than 2 minutes duration, telling your story and why you would be a great fit at Royal High School Bath.

Interviews will be held: …………………………..

Closing deadline for applications: ………………………