



THE
KING'S
HOSPITAL
SCHOOL

Digital Marketing Specialist

Job Description:	Digital Marketing Specialist
Reporting to:	The Head of Marketing and Admissions
Job Type:	This is a privately funded 12-month fixed term, part time 20 hours per week contract.

Summary Job Description:

The Digital Marketing Specialist will support the Head of Marketing & Admissions to develop, implement, track, and optimise digital marketing campaigns across all online channels, and optimise brand advocacy by creating targeted content to engage all our internal and external stakeholders.

The role-holder will make a significant contribution to the accelerated growth of The King's Hospital School online platforms, offering exciting opportunities to be a trail blazer in this small but competitive market.

You will work across our brand on areas such as SEO, social media marketing, organic & paid advertising, website development & management, Google Analytics, Google AdWords and all things digital marketing related.

This is a 12-month fixed-term 20 hours per week contract, which will be reviewed after 12 months. While work hours are mostly flexible, some video content creation and photography will need to be scheduled according to student and staff availability and timing of certain events, which occasionally occur in the evening or weekend.

Flexibility to work a hybrid arrangement with a hot desk provided on the school campus when attendance is required. We will also accept applications from self-employed digital marketing specialists, who prefer to work on a contract for services basis.

Responsibilities include:

- Maintaining and optimising the School website applying UX best practice.
- Managing School social media channels & implement / activate social media strategy. Grow social media following and engagement.
- Identify emerging social media channels for consideration.
- Ensuring online activities / campaigns reach the intended target audience, best-practice ROI on paid campaigns, while providing an optimal customer/stakeholder experience and journey.
- Understanding SEO market trends & review keywords.
- Reporting.

- Maintaining an up to date asset bank by identifying opportunities for video and photography content.
- Ensuring that all content conforms with the School's ethical, editorial, and branding guidelines, and helps deliver on our digital strategy and objectives.

The above duties are not exclusive and may vary without changing the character of the job or level of the responsibility.

PERSON SPECIFICATION

Essential Skills:

- Up to date knowledge and experience of digital media strategies and UX.
- Demonstrated experience in creating organic and paid digital marketing campaigns.
- Website content management and content creation – knowledge of WordPress and shop fronts an advantage.
- Working knowledge of MS Office; to include Outlook, Teams, Word, Excel, PowerPoint required, for seamless integration into existing School IT Framework.
- Experience producing copy and multimedia assets for social media campaigns, website, email, with full command of Adobe Suite.
- Strong project management skills and ability to prioritise.
- Knowledge of Google Analytics and ad serving tools.
- Good interpersonal skills and adaptive to a non-traditional marketing environment.
- Strong analytical skills and data driven thinking.
- Excellent oral and written communication skills, possessing the fluency and accuracy required for copywriting and editing in an educational environment

Educational Qualifications

- 2 + years' proven experience in digital marketing.
- 3rd level or post-graduate qualification in marketing, digital marketing, or a related discipline.

Holidays: Pro rata basis

Remuneration: Commensurate with experience

The King's Hospital School was founded in 1669, and we continue to thrive as one of Ireland's leading boarding and day schools. Located on a beautiful campus of over 80 acres of parkland, we are adjacent to the River Liffey and Hermitage Clinic and located across the N4 motorway from Liffey Valley Shopping Centre.

We are more than a school: we are a caring community. We welcome all faiths and, as a multicultural, co-educational environment, we foster inclusiveness and promote cultural diversity.

Child Protection: The King's Hospital School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is subject to acceptable references and clearance from the Garda Vetting Bureau as part of the School's legal requirements and commitment to providing a safe environment for our students.